

# ***Proposal for Health Care Consulting Services***

## **State of Nevada Assembly Bill 342**

*Prepared by Strategic Medical Management, LLC  
November 11, 2005*

### **I. Introduction.**

SMM in coordination with Strategic Development, Inc. are pleased to submit a comprehensive proposal to examine and evaluate selected components of the health care system in Nevada. We have reviewed the objectives as defined by the Legislative Committee on Health Care and are confident that the team of professionals included in this proposal can meet and exceed the Committee's expectations.

The health care environment in Nevada is consistently changing and evolving. It is important for the Legislative Committee on Health Care to engage professionals who not only have the experience in the marketplace, but also have strong and abundant Nevada relationships, which will help steer the information the Committee is seeking to determine.

The firms included in this proposal have integrated consulting that involves analysis, development, research, review and recommendations. The mission is to provide the Committee with the expertise and knowledge necessary for it to make educated decisions to qualify and quantify the health care needs that are not being met.

### **II. Experience.**

The professionals included in this proposal possess over 100 years of experience in health care in Nevada. These professionals have the experience to specifically address and evaluate the six categories described in the Committee's request for proposal.

***Strategic Medical Management*** is owned and operated by long-time Nevada resident ***J. Bruce Wiggins***. Mr. Wiggins has over 25 years of health care experience, with a majority of it in Nevada. His vast experience includes CEO of the Valley Health System, VP of Managed Care for Health Plan of Nevada, and COO of University Medical Center. Bruce has been instrumental in affecting changes in Nevada's hospital systems and Nevada's insurance market. Currently Strategic Medical Management has consulting agreements in excess of 25 different medical and physician provider groups. (***J. Bruce Wiggins resume attached.***)

EXHIBIT R Legislative Committee on Health Care Document consists of 33 pages.

Entire document provided.

Due to size limitations, pages 1-5 provided.

A copy of the complete document is available through the Research Library  
(775/684-6827 or e-mail [library@lcb.state.nv.us](mailto:library@lcb.state.nv.us)).

Meeting Date: November 15, 2005

**Kelly E. LeGrow**, President of Strategic Development, Inc. is a 21-year Nevada resident. Kelly's expertise in healthcare developed from many years of directing and managing the operations of managed care companies, third party administrators and home care companies. Kelly's accomplishments and expertise include the marketing and development of John Alden's HMO plan, the successful integration of Silver State/Prime Health/CURB into Sierra Healthcare Options product line, and the management of client relationships with the State of Nevada, Clark County Self-Funded plan, Hilton Corporation, Mirage, Nevada Power and Culinary Union. (**Kelly E. LeGrow resume attached.**)

**Rosie Saenz, Principal, Morgan Consulting**, has over 21 years of progressive positions in the health benefits, managed care and workers' compensation arena. She has successfully overseen various operational areas including claims processing, utilization management, nurse case management, customer service, client servicing, self-insurance and administration. Her management and people skills have given her the intuitive skills to match the right candidates to the right positions. Rosie joined Morgan Consulting in 2000 as an associate. Morgan Consulting specializes in the recruitment of health care personnel. (**Rosie Saenz resume attached. Additionally, Paula Morgan, President and Founder of Morgan Consulting Resume Attached.**)

**Henry Soloway, MD.** Dr. Henry Soloway has been a licensed physician in Nevada since 1970 and received his medical license in 1961. Henry completed his anatomic and clinical pathology residency at Columbia Presbyterian Medical Center and Walter Reed General Hospital. Henry was one of the founders of Associated Pathologist Chartered Las Vegas now Quest Laboratories. Henry has held numerous national and state society leadership roles in his career. (**Henry Soloway resume attached**)

**JoAnne Orlando, RN, BSN.** Joanne has over 25 years of experience in direct patient care and management of credentialing, utilization management and quality assurance. Ms. Orlando has a background in health insurance and consulting. JoAnne has held positions with Prime Health, Pinnacle Health, and PacifiCare. Ms. Orlando also held the position as a hands-on clinical nurse manager both at UMC and Stanford. She brings a broad range of clinical and managed care experience. (**JoAnne Orlando resume attached.**)

The following is a sampling of projects previously performed as either independent consultants and/or employment related to the six categories:

<b>Strategic Medical Management</b>	<b>Strategic Development, Inc.</b>
UMC Trauma Center <ul style="list-style-type: none"> <li>▪ Develop and implement UMC Level 3 Trauma Center</li> </ul>	Washoe Health System <ul style="list-style-type: none"> <li>▪ Nurse Recruitment Analysis</li> <li>▪ Market Analysis</li> <li>▪ Managed Care projects</li> </ul>
UMC Quick Care Centers <ul style="list-style-type: none"> <li>▪ Establishment and operation of Quick Care Centers</li> </ul>	Employers Insurance Company of Nevada <ul style="list-style-type: none"> <li>▪ Development of Specialty Network for Home Infusion, Home Health and Durable Medical Equipment</li> </ul>
Summerlin Hospital <ul style="list-style-type: none"> <li>▪ Develop and Operate</li> </ul>	Family Home Health and Hospice <ul style="list-style-type: none"> <li>▪ Business Development Consulting</li> <li>▪ Market Analysis</li> </ul>
Valley Health System Expansion <ul style="list-style-type: none"> <li>▪ System-wide expansion</li> </ul>	Police Protective Association <ul style="list-style-type: none"> <li>▪ Administrative Audit Employee Health Plan</li> </ul>
Sutter Health <ul style="list-style-type: none"> <li>▪ Market research and analysis of So. Nevada health care system</li> </ul>	Catalyst Rx <ul style="list-style-type: none"> <li>▪ Group Implementation</li> </ul>
Health Plan of Nevada – State of Nevada <ul style="list-style-type: none"> <li>▪ Liaison for HPN contract with Public Employees Benefit Plan</li> </ul>	American Medical Response <ul style="list-style-type: none"> <li>▪ Negotiation Assistance – Managed Care Contracts</li> </ul>
Boyd Gaming <ul style="list-style-type: none"> <li>▪ Analysis and review of Boyd Gaming’s Employee Health and Benefit Plan</li> </ul>	McKesson Healthcare <ul style="list-style-type: none"> <li>▪ Market Analysis and Business Development</li> </ul>
Med Smart, Inc. <ul style="list-style-type: none"> <li>▪ Staff Analysis for radiology and nuclear medicine staffing company.</li> </ul>	Kindred Healthcare <ul style="list-style-type: none"> <li>▪ Issue resolution and contract negotiation</li> </ul>
American Hospital Association <ul style="list-style-type: none"> <li>▪ Served on Region Nine Policy Board for AHA</li> </ul>	Benefit Planners Ltd. <ul style="list-style-type: none"> <li>▪ Market Analysis, Business Development and Issue Resolution</li> </ul>

***III. Ability to Meet the Objectives of the Committee***

Our team has confidence that we have the qualifications and ability to meet the Committee’s expectations. The four key reasons Strategic Medical Management should be selected to perform this review are as follows:

1. We have developed an unmatched team of educated, experienced and knowledgeable Nevada health care professionals.

2. Due to our tenure and reputations in Nevada, we have complete access to the major stakeholders in the Nevada health care industry.
3. Our unique employment experience, independence and perspective give us the ability to get to the issues and solutions significantly quicker than any other consulting team.
4. Our team is comprised of long-term Nevadans who have a great stake in what happens in the Nevada health care community.

#### **IV. Project Methodology Model**

Our professional team will follow the work plan outlined by the Legislative Committee on Health Care utilizing the following general consulting methodology.

1. Develop a written specific work plan for each category seeking input from the Legislative Committee on Health Care and involved stakeholders.
2. Due to our access to health care professionals in the State, we will coordinate with the Committee the optimal speakers to provide a comprehensive assessment of quality and access.
3. Simultaneously, we will be reviewing and gathering national and regional comprehensive health care data for each related category, which will provide us with the statistical analysis needed to give depth to the testimony.
4. After testimony and analysis of all information needed to make appropriate recommendations, we will provide the Committee with an independent written report for the Committee's future use.

Obviously we will be available to the Committee in the future for any additional questions or clarifications upon completion of the project.

V. **Pricing**

The pricing proposal to compete the objectives as stated by the Legislative Committee on Health Care is as follows:

**Total Consulting Fees:** \$275,000\*

*\*Based upon our experience, we believe that \$275,000 is an adequate fee to perform the services requested. However, should we find that the amount of time is less than we anticipated; **Strategic Medical Management will reimburse back to the State of Nevada \$15,000.00.***

**Billing** 8 Monthly Billings of \$33,750 effective start of contract

1. **References:**

1. Theodore Jacobs, MD
2. Keith Smith, COO and President, Boyd Gaming
3. Jonathon W. Bunker, President, Health Plan of Nevada
4. Kevin Hooks, CEO, CatalystRx
5. Thalia Dondero, Former Clark County Commissioner
6. Bill Welch, President, Nevada Hospital Association
7. Jim Miller, CEO, Washoe Health System
8. Blain Claypool, COO, University Medical Center
9. Gail Schabert, Director of Specialty Services, Sutter Health

VI. **Corporate Information:**

Strategic Medical Management is a Nevada licensed LLC carrying all appropriate city and state business licenses along with \$1,000,000 E & O policy. Tax I.D. #88-048-3592