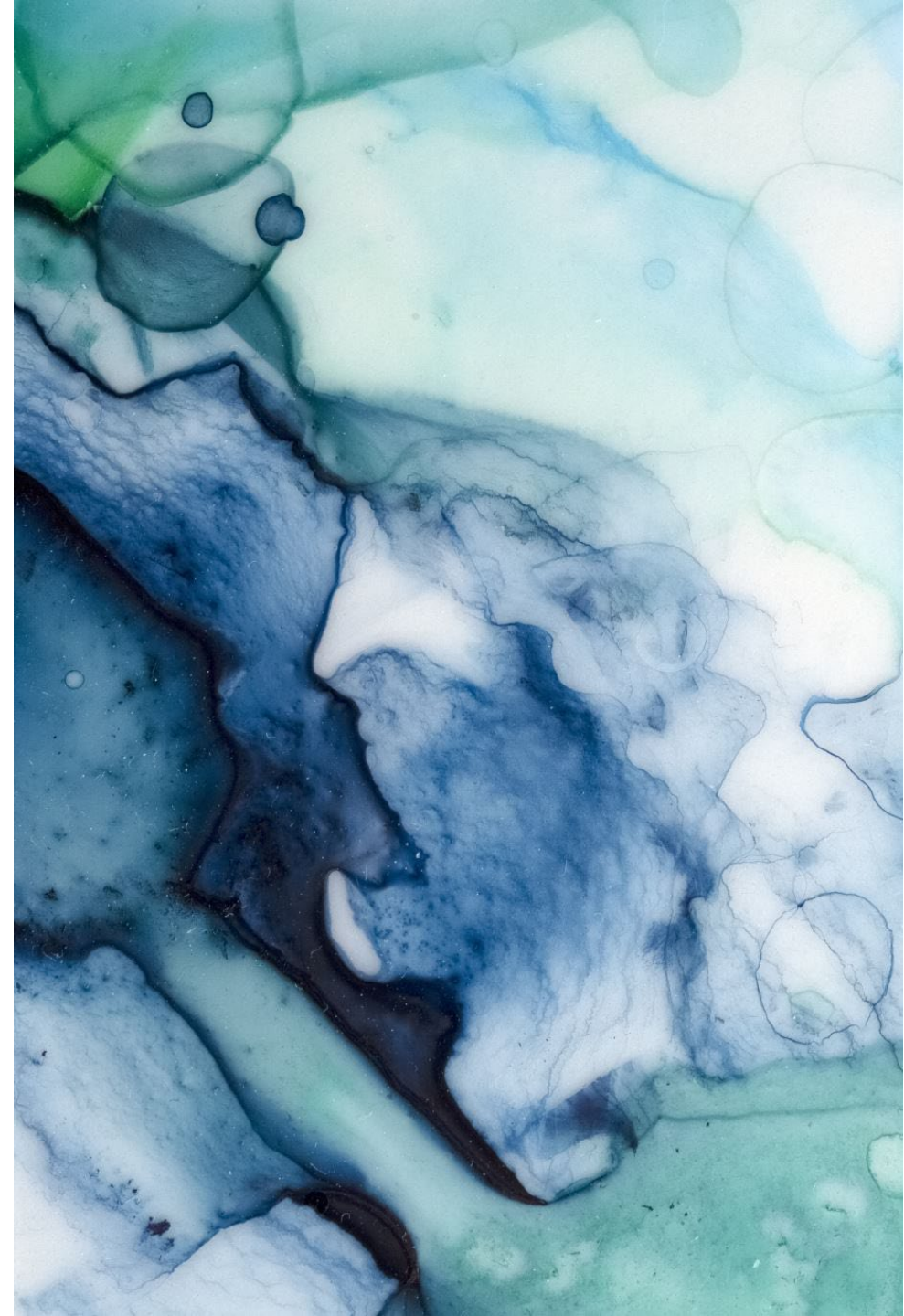


**COMPLIANCE  
CONSIDERATIONS AND  
IMPACTS WITH THE  
EMERGING ROLE OF PRIVATE  
INVESTMENT PARTNERS IN  
MANAGED CARE**

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HCCA MANAGED CARE COMPLINACE CONFERENCE  
JANUARY 2024



# Presenters



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# Introductions

## MEET YOUR SPEAKERS

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WHO WE ARE

OUR PATH TO PRIVATE INVESTMENT COMPLIANCE

WHAT WE HOPE TO ACCOMPLISH IN THE SESSION

# Today's Agenda

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## **Increasing Role of Private Equity in the Healthcare Space**

- Understanding the landscape and environment

## **Considerations When Partnering with Healthcare Technology Companies**

- Preparing for and embracing opportunities

## **Oversight Implication to the Changing Landscape and “New” Partners**

- Evaluating and responding to potential risks

# Increasing Role of Private Equity in the Healthcare Space

## **Trends and Impacts on Payors and Providers**

- Private Investors in Healthcare
- Start-up Mentality
- Response to Regulatory Expectations

## **Learning the Lingo**

- Understanding Various Investor Models
  - Vertical, Horizontal, Roll-up
- Series Funding 101
- First Tier, Downstream, and Related Entities

## **Why Private Investors are Betting on Healthcare**

- Medicare Advantage Opportunities
- Value of Growth and Scale
- Healthcare Industry Inefficiencies
- Intersection with AI, Tech, Big Data, Consumer-driven Healthcare

# Considerations When Partnering with Healthcare Technology Companies

## **Risk Assessment Strategy**

- Call-out in Compliance Workplan
- Understand the Contract and Deliverables
- Treat Like any Other Third Party/Delegate
- Focus on Whether Security has Kept up with Technology

## **Risks Unique to Technology Vendors**

- Understanding Medicare Regulations
- Increasing Number of State and Consumer Privacy Regs

## **Run Your Due Diligence Playbook**

- Be Involved in RFP Process
- Review Compliance Program
- Key Questions to Ask

# Oversight Implications to the Changing Landscape and “New” Partners

## **Understand the Opportunities and Challenges**

- Focus on Growth and Scale
- Lean Resourcing and Calculated Risk Decisions and Trade offs
- M & A Environment: Unique demands on compliance leadership
  - Risk Tolerance, Due Diligence, Integration, Constant Evolution

## **Investment in Compliance Role**

- Trends on Developing Formal Programs
- Competing Priorities
- Focus on ROI (Return on Investment)

## **Risk of Delaying Program Implementation**

- Hybrid Role vs Dedicated Compliance Officer
- Hard to Pivot
  - Challenges of problematic operations implemented without compliance input
- Delays Path to Acquisition

# Tips & Take-Away

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## **Tips**

- Follow and Understand Private Investment Involvement in Healthcare
- Identify and Assess Technology Vendors in Your Organization (Current and Future)
- Understand Your Organization's Strategy Around New Partnerships
- Include as Focus Area in 2024 Risk Assessment and Demonstrate Your Readiness for Oversight and Support

## **Take-Aways**

- Be Ready: Private Investors are Involved in Healthcare – If not Today in Your Company, Probably Tomorrow
- Partnering with Healthcare Technology Companies is Viewed as a Solution to Many Unsolved Challenges
- Anticipate the Potential Challenges and Opportunities that Require a Compliance Strategy to Mitigate Risks
- Recognize Career Opportunities as Private Investors and Technology Vendors Look for Compliance Talent

***Key Take-Away: Embrace and Optimize These New Partnerships!***



# **QUESTIONS AND THANK YOU!**

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