

Contractor's Perspective on Contracting

Creating a 'WIN, WIN, WIN' Strategy

WIN for the Customer

WIN for the Prime

WIN for the Subcontractor

CMS Industry Day General Session Panel Discussion

January 31, 2014

Panel Members

Brian Hebbel

Centers for Medicare and Medicaid

Jean Drummond

Health Care Dynamics, International (HCDI)

Dorothy Callahan

National Government Services

Don Picard

Hewlett Packard

THE 'BE' RULES OF SUCCESS

- Be STRATEGIC
- Be the DIFFERENCE
- Be CONNECTED
- Be RESPONSIVE
- Be the P's
 - Patience
 - Persistent
 - Polite
 - Past Performance

Be STRATEGIC

- Do your Research
 - Know CMS
 - Understand how to navigate the internal decision making structure
 - Review the budget priorities and cycles
 - Understand the macro environment
 - Establish a meaningful Brand. Be the "PREFERRED" difference in the marketplace.
 - Know your competitors.

'Be' the DIFFERENCE

- Be THE BEST team player
 - When a prime, be THE BEST prime. Play fairly with the sub.
 - When a sub, be THE BEST. Support the prime.
 - Focus on serving the customer FIRST.
- When meeting with Government staff focus on:
 - Saving Money
 - Solving a Problem - Focus on Results and Solution-based Outcomes
 - Providing New Technology - Think technology enhancements
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'Be' the DIFFERENCE

- Educate CMS staff:
- What kind of organization are you? 8(A), HUBZONE, ETC
- What contract vehicles your company has?
- How the vehicles work?

Be CONNECTED

- Stay fresh and relevant of the industry market drivers
- Maintain up-to-date leads on industry changes, external market drivers, trends, policies
- Be easy to work with. Be Personally Accessible. Be Present when needed. Attend conferences and network events.

Be RESPONSIVE

- Follow up and Follow through-Own the responsibility to follow-up

'If it is going to be its up to me'

- Ensure Timely responses-calls emails etc
- Under Promise & Over Deliver

Magic P's for Small Business



PATIENCE - *Who is the right person to contact*

PERSISTENT - *Be persistent in a professional way*

POLITE - *The words "Thank You" can carry a lot of weight*

PAST PERFORMANCE – *Develop past performance that you can be proud of*

THANK YOU FOR YOUR TIME

Brian Hebbel

Centers for Medicare and Medicaid

www.cms.gov brian.hebbel@cms.hhs.gov

410 786 5159

Jean Drummond

Health Care Dynamics, International (HCDI)

www.hcdi.com jeandrummond@hcdi.com

301 552 8803

Dorothy Callahan

National Government Services

www.wellpoint.com/ngs

Dorothy.Callahan@wellpoint.com

410 597 4429

Don Picard

Hewlett Packard

www.hp.com

don.picard@hp.com