State Expression of Interest: Engage with Strategic Advisor Contractor

NAMD is pleased to announce a new resource for Medicaid Directors within its Leadership Development portfolio: a contractor Senior Strategic Advisor (SSA). The contracted SSA resource is described in detail in the accompanying one-pager.

In summary, the SSA will be available to work directly with Medicaid Directors and their senior teams on a short-term basis to help strategize around their agencies. The SSA will be a particularly critical resource to coach and orient new Medicaid Directors to an increasingly complex, politicized and sophisticated health care program. The SSA assistance will be provided in a way that is preferred by the Medicaid Director, and the focus area(s) will be identified by the Medicaid Director and tailored to each state's unique environment and policy priorities.

NAMD is asking Medicaid Directors who are interested in working with the SSA to complete the following Expression of Interest Form. This information will give NAMD a general sense of the demand for this resource and provide some high-level guidance for our planning process. Completion of the Expression of Interest form does not require your state to pursue this opportunity. Similarly, a lack of form completion does NOT make your state ineligible to work with the SSA.

Please complete the information below, and return the form to Hilary Kennedy, Program Director for Medicaid Leadership (hilary.kennedy@medicaiddirectors.org; 202-403-8623) no later than Friday, February 15, 2019 if you would like to start work with the SSA in Spring 2019 (with a start date before June 1). Forms will be accepted on a rolling basis for states interested in engaging with the SSA later in the year.

Expression of Interest Form

Name: ________________________________
State: ________________________________
Email: ________________________________
Phone: ________________________________

Please indicate which type of SSA engagement interests your state:

☐ One-on-one strategic guidance
☐ New Medicaid Director coaching
☐ Both
In no more than a paragraph, describe your one-to-three priority programmatic and policy needs that you hope to work with the SSA to address.

Please provide any additional information that you wish to include detailing the leadership development needs of you and your senior team.

Please indicate when you anticipate needing the support of the SSA for these activities by placing an X next to the corresponding quarter. (Please note: this is for planning purposes only, and we recognize that timing can and will change.):

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<th>Quarter (calendar year)</th>
<th>SSA Support?</th>
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Senior Strategic Advisor Contract: A Resource for Medicaid Directors

NAMD is pleased to announce a new contracted resource within its Leadership Development portfolio: a Senior Strategic Advisor (SSA). The SSA will be available to work with states in a one-on-one capacity, and will also serve as a resource as part of other elements of the NAMD Leadership Development portfolio.

Specifically, NAMD will contract with the SSA to engage one-on-one with interested Medicaid Directors and your senior teams to provide strategic guidance and support, including to assist design, implement and/or address barriers to a state-specific strategic plan and/or communication strategy.

Additionally, the SSA will be available to coach and orient new Medicaid Directors (defined as in the position for less than a year) to an increasingly complex, politicized and sophisticated health care program.

Further details about these opportunities can be found below:

1. One-on-one Strategic Guidance to Medicaid Directors

The SSA will work one-on-one with Medicaid Directors who request strategic guidance around issues related to leadership, including their efforts to design, implement and/or address barriers to a strategic plan and related strategic communications. The SSA will be involved in high-level, strategic conversations and planning – not the actual implementation of a strategic plan, which would be the responsibility of the Medicaid agency.

The specific focus of this work will be driven by the Medicaid Director and his/her vision, priorities, challenges, etc. Some examples might include:

- Assessing the strengths and gaps in skills, expertise, or leadership among the senior team, and strategizing around how to address those gaps;
- Articulating or clarifying the Medicaid Director’s strategic vision;
- Brainstorming options for troubleshooting operational and/or leadership challenges;
- Thinking through strategies for transforming the program, the Medicaid agency, etc.; and
- Discussing an overall strategy for a specific aspect of the Medicaid program (e.g., cost containment, dual eligible, pharmacy, etc.).

The SSA and the Medicaid Director will co-design the process for working together, which could include:

- Engaging with the Medicaid Director to assess and understand his/her priorities and challenges;
- Conducting one or two site visits to meet with the Medicaid Director and his/her team to strategize around those needs; and
- Providing feedback, guidance and troubleshooting in between or after site visits via phone.

2. Engage, Coach, and Help NAMD Orient New Medicaid Directors

The SSA will provide additional “wrap around services” to help new Medicaid Directors climb the steep learning curve that awaits them. This will primarily include:

- Being available to any new Director via phone for an initial conversation soon after they assume their role and when they request a brief phone consultation on a topic;
- Developing the curriculum and presenting on leadership topics during NAMD’s New Medicaid Director Orientation (twice a year); and
- Developing a Medicaid 101/201 series of webinar discussions and podcasts on a variety of leadership, policy and operational issues.