



Tribunus Health

Case Study

Strategic Partnership Unlocks US Market

Prioritizing Access for National Expansion



Executive Summary

When an international healthcare organization wanted to enter the U.S. market and go in-network with payers in the states, they knew they couldn't do it alone. With a vision to expand across all 50 states, the organization engaged Tribunus Health to support its entry into the U.S. payer market. At the time, the company had no experience with U.S. healthcare contracting, no payer relationships, and limited familiarity with regulatory or billing frameworks. What they brought instead was a clear mission, an innovative care model, and a strong willingness to learn.

Background

Our client is a healthcare organization delivering virtual education and support to new and expecting parents through a telehealth-first model. They offer families accessible and evidenced-based care – including childbirth education, lactation consultations, and early childhood development classes.

Challenges

1

No Contracts or Network Access:

The client was entering the market from the ground up – no credentialing, no CAQH profiles, and no contracted payers.

3

Complex Regulatory Landscape:

Operating in 50 states meant navigating a patchwork of telehealth rules, billing practices, and licensure requirements.

2

Non-Traditional Model:

Group telehealth education, delivered by mid-level providers, didn't align neatly with many plans' benefit structures or standard fee schedules.

4

Balancing Speed with Negotiation:

The client's focus on getting in-network quickly was key to launching services and building early traction. This accelerated timeline can sometimes limit opportunities for upfront rate negotiations.

Approach

Recognizing the client's long-term vision, Tribunus Health built a strategic roadmap focused on sustainable, nationwide network access.

1

Credentialing and Infrastructure Setup: Tribunus helped build foundational components from the ground up – CAQH profiles, NPI enrollment, billing strategy, and compliance checklists across state lines.

2

Incremental Expansion Strategy: We co-developed a phased approach: launch in key states, build utilization, and expand gradually.

3

Focused Payer Targeting: Tribunus helped narrow the payer engagement strategy to target Aetna and UnitedHealthcare for their national footprint potential – streamlining the path to scalable growth

4

Ongoing Education and Support: Our team provides ongoing guidance around billing codes, telehealth policy, and state-specific requirements – helping build internal knowledge and long-term resilience.

5

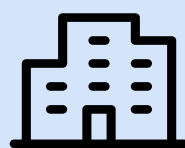
Credentialing Support for Scaling Providers: As the client expanded its provider workforce, Tribunus remained a resource for credentialing guidance, onboarding assistance, and troubleshooting enrollment issues.

Results



From 0 to 50% U.S. Market Coverage...

and counting: The organization now operates in over half of U.S. states, with licensed mid-level providers actively delivering services in-network.



Mature, Long-Term Partnership: Now entering a third year of collaboration, the work has shifted to include renegotiations, rate evaluations, and long-range payer strategy.



Momentum with National Payers: With utilization data and proven outcomes in hand, the client is now re-engaging with national payer entities to expand contracts more broadly.



Operational Readiness for Growth: With systems and infrastructure in place, the organization is equipped to onboard new providers, enter new states, and support its continued expansion.

Lessons

Innovation Requires Advocacy: Telehealth and group-based education services require a tailored contracting strategy and strong payer education to gain traction.

Early Negotiation Sets the Tone: While speed can be important, early contracts should still be evaluated for rate and language adequacy to avoid long-term revenue challenges.

Nationwide Access Is a Journey: A phased, deliberate expansion process allows for smarter growth, better cost management, and more meaningful payer conversations.

Empowered Clients Are Successful Clients: Equipping the organization with knowledge – not just services – has been key to its sustainable progress and independence.

Conclusion

This partnership has transformed a startup's vision into a growing national presence – through aligned strategy, consistent support, and an understanding of what it takes to make innovative care models work within the U.S. healthcare system..



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