NATIONAL VISION ADMINISTRATORS

What they do (self-reported)

Providing millions of people throughout the United States with vision care programs that help them be smarter buyers of eye care and eyewear, NVA is particularly well suited to address today's vision benefit

Year founded	1979	**Annual Revenue**	$11M
# of Employees	100	**Category**	Benefits administration
Website	https://www.linkedin.com/company/nvavisionbenefits/		

## OVERALL EVALUATION

★★⯪☆☆

2.7

Recommended use of ratings

1 or 2 stars: Request client references before beginning discussions. If no references are available, request follow up in 6 months if there is an expected need for solution / servicesHave junior staff review available collateral
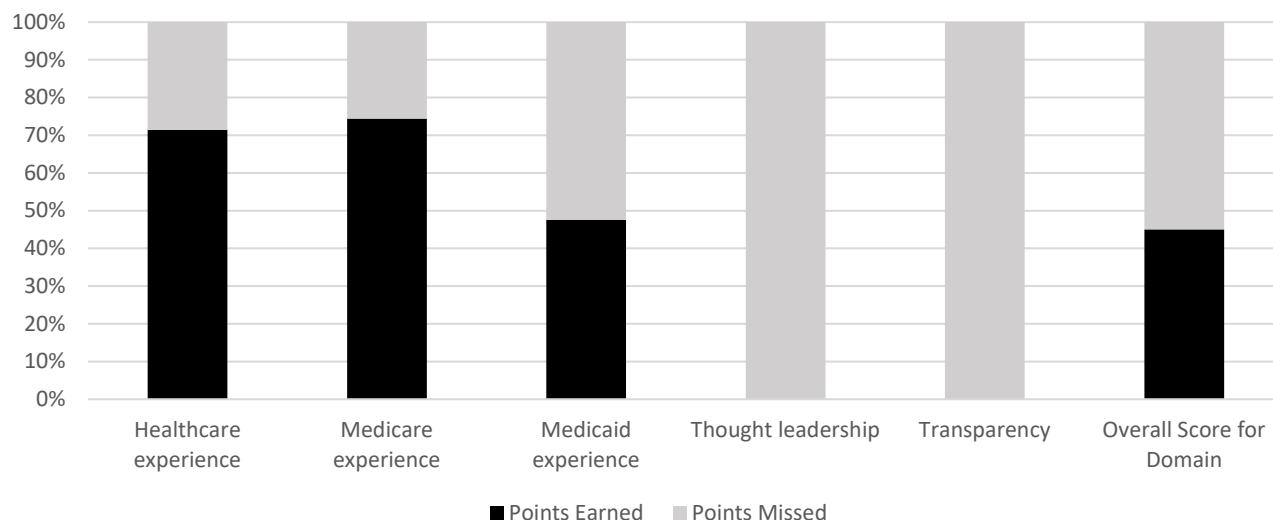3 or 4 stars: Have small team of mid-level staff conduct limited introductory meeting
4 or 5 stars: Have mid-level staff conduct additional vettingInvite vendor for in depth discussion series, including senior staff

Overall Scoring
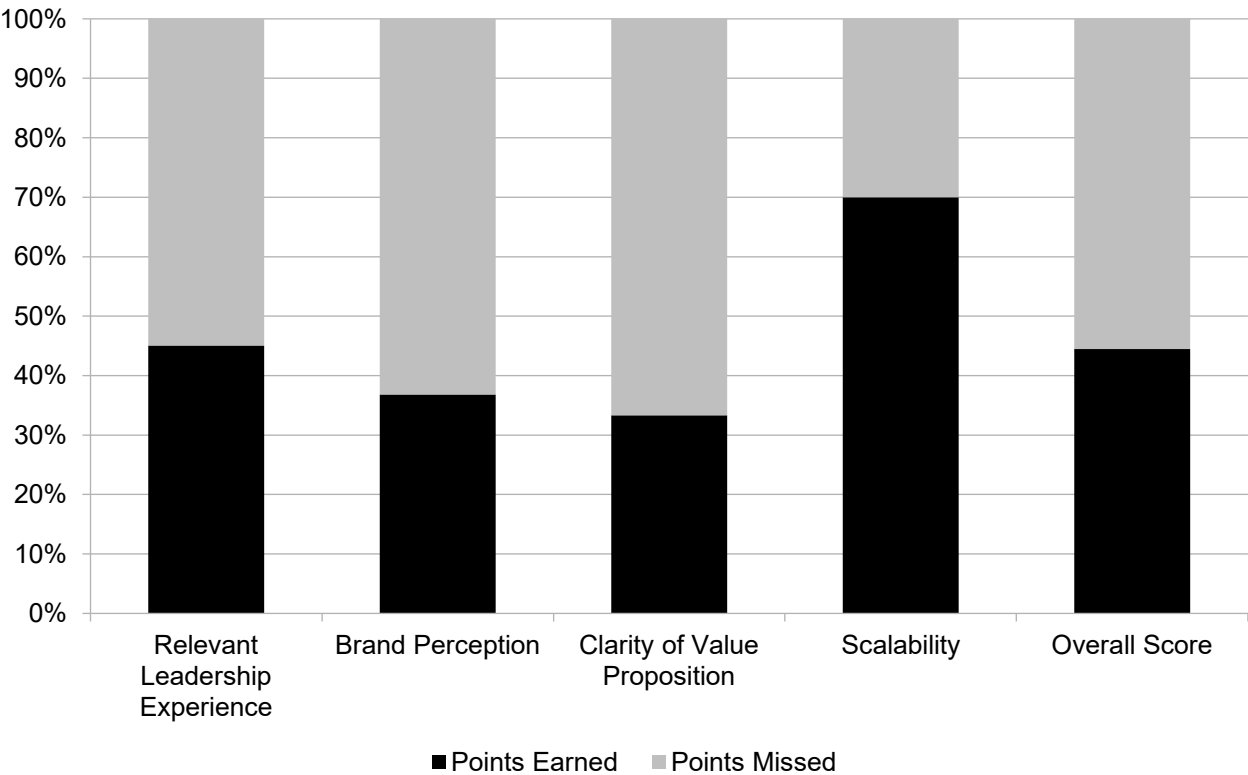
Relevant Leadership Experience

Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.
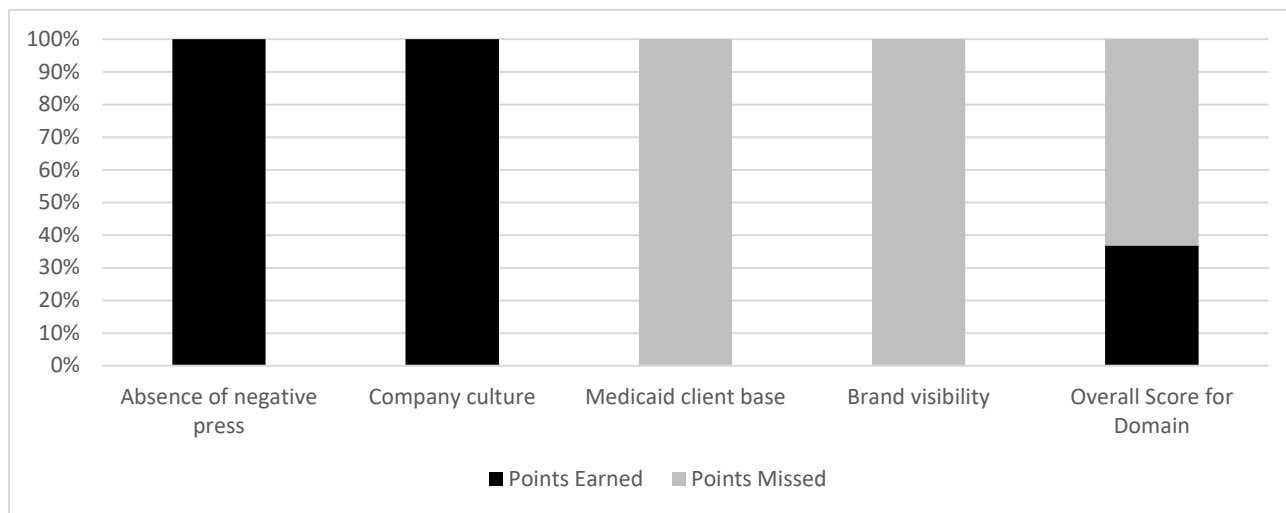
Analyst Notes

Leadership team rated as moderate-extensive for healthcare.
Leadership team rated as moderate-extensive for Medicare.
Leadership team Medicaid experience ranges from limited to extensive.
No Medicaid-specific thought leadership content or speaking engagements last 3 years.

Why this domain matters

1) All our clients tell us the number one failure point for new vendor partners is misunderstanding fundamentals of the Medicaid space.
2) Many firms misrepresent their understanding of the Medicaid space, usually due to an error of assuming a higher level of similarity to commerical and Medicare than is merited.

Brand Perception

Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.
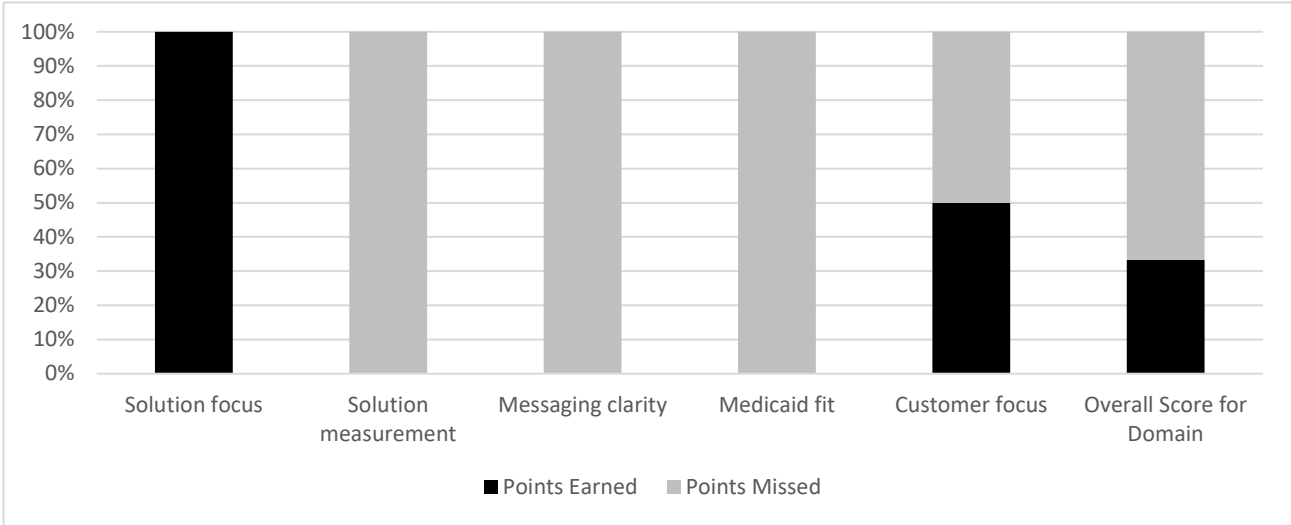
Analyst Notes

No negative press identified.
Idaho is only Medicaid client identified.

Why this domain matters

1) Vendors must work to create a perception of their value. You need an independent assessment of what the marketplace thinks of the organization and its solutions/ services.
2) Many large partnering mistakes could have been avoided by simple screens for things like lawsuits and negative press.

Medicaid BlackBook

Clarity of Value Proposition

Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.
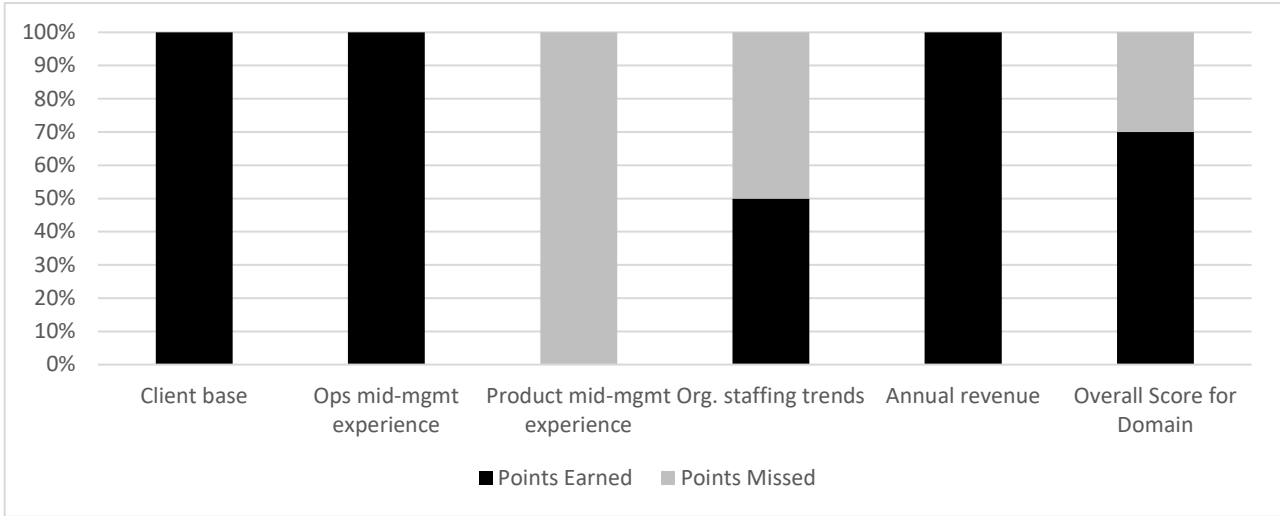
Analyst Notes

No measurement of solution beyond client retention rate.
No Medicaid-specific offering identified.

Why this domain matters

1) There are many non-unique solutions in the Medicaid space. It is important to quickly understand uniqueness so you can accurately evaluate your options.
2) The abliity to tie solutions to specific outcome metrics is increasingly important in Medicaid payment systems. General calculations of "ROI" are insufficient.
3) Medicaid markets require solutions that are specific to the Medicaid space. Attempting to use a solution that was developed in another payer space without appropriate customization for Medicaid will create substantial failure risk.

Scalability

Note: Components are weighted differently. Contact your Medicaid Black Book consultant for more information on scoring calculations.

Analyst Notes

Insufficient data on product mid-level team.
Hiring trends are flatening in recent years.

Why this domain matters

1) Most of the vendors we review are in earlier stages of their journey. They may or may not be equipped to take on a much larger project or client.

Funding Model

Note: This domain is not scored and is provided for context only.

Model / Stage
Privately held / Venture

Why this domain matters

1) Many of our subscribers tell us that the type of funding model for the vendor plays a significant role in their strategy and the way they manage client accounts.
2) Our investor subscribers prefer a quick view of how the vendor is financed so that they can understand how this vendor compares to other portolio companies.

Leadership Profiles

Chris Rauch
VP Sales

LinkedIn Profile/Bio
https://www.linkedin.com/in/chris-rauch-5397b419

Vice President, Sales
National Vision Administrators (NVA)
May 2020–Present • *2 mos*
Grand Rapids, Michigan, United States

Director of Sales
National Vision Administrators (NVA)
Jun 2017–May 2020 • *3 yrs*
Michigan, Ohio, Pennsylvania, and Kentucky

Specialty Products Manager
Priority Health
Dec 2011–Jun 2017 • *5 yrs 7 mos*
Greater Grand Rapids, Michigan Area

Leadership Profiles

Millie Monaco
SVP of Operations

LinkedIn Profile/Bio
https://www.linkedin.com/in/millie-monaco-84688696

Senior Vice President of Operations
National Vision Administrators (NVA)
Apr 1981–Present • *39 yrs 3 mos*

Leadership Profiles

Michele Dorsen
VP Provider Relations

LinkedIn Profile/Bio
https://www.linkedin.com/in/michele-dorsen-82973018

NVA — **Vice President of Provider Relations**
National Vision Administrators (NVA)
Apr 2012–Present • *8 yrs 3 mos*
Clifton New Jersey

Manager Business Development
Robert Wood Johnson Medical Group
Jan 2000–Apr 2012 • *12 yrs 4 mos*

Director Provider Relations
AmeriHealth Insurance Co of NJ
Dec 1996–Dec 1999 • *3 yrs 1 mo*

Director of Managed Care Operations
Mount Sinai Medical Center
Dec 1993–Dec 1996 • *3 yrs 1 mo*

Provider Relations
Aetna
1985–1993 • *8 yrs*

Leadership Profiles

Connie Resnick
VP Professional Services

LinkedIn Profile/ Bio
https://www.linkedin.com/in/connie-resnick-67121b4

Vice President, Professional Services
National Vision Administrators (NVA)
Jul 2010–Present • *10 yrs*
Clifton, NJ

Consultant / Freelancer
Independent Projects
2006–2013 • *7 yrs*
Multiple locations

Strategic Implementation/Baldrige Initiative
Robert Wood Johnson University Hospital Hamilton
2002–2006 • *4 yrs*