

PROVIDER SATISFACTION IS JOB #1 FOR BRIAN KEEFFE

“My number one priority is to make sure our providers have everything they need so they can focus fully on taking care of our members.”



That’s how Brian Keeffe, the newest member of the USFHP at PacMed Provider Relations team, describes his role. Brian joined PacMed last summer after five years at Molina Healthcare, where he primarily worked with the Medicaid

program. So he knows a lot about helping providers navigate a bureaucracy, indeed, one that is far more complex than PacMed.

For Brian and Elizabeth Maltos, his partner on the Provider Relations team, their day starts with finding out if any providers have reached out for assistance, whether by email or voicemail or through another internal team member. They’ll work with individual providers for anything they need to make sure their USFHP experience is smooth and effortless. That may be helping them navigate the online provider portal or troubleshooting any kind of administrative details.

The goal is to make sure providers know they are valued, that they have advocates at USFHP, and that the care they provide to our members is

deeply appreciated. And that their time is freed up to care for members rather than get caught up in administrative details.

Brian encourages providers not to hesitate in reaching out, even if it seems like a small issue, because sometimes they turn into big issues. Clarifying a process, updating records, getting some training — all providers have to do is ask.

Because of Type 1 diabetes, Brian was not able to serve in the military himself. But a ‘large chunk’ of his family is military, and caring for military families is important to him.

“When this opportunity came up to serve active-duty military families and retired military and their families, it seemed like a great way that I can give back to a population that gives so much,” Brian says. “And not just the people who are actively in uniform. I’ve always said that the whole family serves.”

Brian grew up in Seattle. In his spare time, he likes to cook, get out and hike with his dogs, Lucy and Rocky, and take in the local arts and music scene.

In closing, Brian encourages providers to reach out to him for anything they need. He is happy to help. USFHPPProviderRelations@usfhppacmed.org.