

## OU/BCBS Negotiation Project

### Background:

- Catherine Sweeney, State Impact Oklahoma, “OU Physicians and BlueCross and BlueShield OK’s rate dispute could force thousands to find a new doctor”
  - <https://stateimpact.npr.org/oklahoma/2021/03/25/ou-physicians-and-bluecross-and-blueshield-oks-rate-dispute-could-force-thousands-to-find-a-new-doctor/>
- Jordan Miller, OU Daily, “A plain old bully tactic: Blue Cross Blue Shield Oklahoma neglects transitional care period amid dispute with OU Physicians, Regent Chairman claims”
  - [https://www.oudaily.com/news/a-plain-old-bully-tactic-blue-cross-blue-shield-oklahoma-neglects-transitional-care-period-amid/article\\_c9f294b6-7df6-11eb-923b-3b4743f601e8.html](https://www.oudaily.com/news/a-plain-old-bully-tactic-blue-cross-blue-shield-oklahoma-neglects-transitional-care-period-amid/article_c9f294b6-7df6-11eb-923b-3b4743f601e8.html)
- Blue Cross Blue Shield Statement, March 1, 2021
  - [https://www.bcbsokcommunications.com/newsletters/bv/2021/0301\\_sb/stories/NLT\\_F-IN\\_BV\\_OK\\_030121\\_PHYSICIANS\\_LEAVING\\_NETWORKS.html](https://www.bcbsokcommunications.com/newsletters/bv/2021/0301_sb/stories/NLT_F-IN_BV_OK_030121_PHYSICIANS_LEAVING_NETWORKS.html)

### Assignment:

Since the onset of this dispute, the two sides have come to a cease-fire of sorts. They have agreed to continue working together for the next year while negotiations continue. Your task in this assignment will be one part historical, one part forward-looking. There are four teams and each will be given a “side” that they represent (e.g. two groups act as if they are consulting for OU Physicians, two as if they are consulting for BCBS). You will create a long-form presentation (+/- 30 minutes) as well as an executive summary (+/- 2 pages) for delivery to the client.

- Discuss and critique the prior negotiation tactics from a game theoretic point of view and describe how your client publicized their stance. In your discussion be sure to discuss how the client reached consumers and the public (what channels did they use, etc.) and what methods/strategies they used to describe their stance and why they were pursuing this negotiating position.
- Develop a marketing plan/strategy that helps you reach your client’s strategic goals. Be sure to demonstrate how you will communicate your next steps to the public. Further, discuss how this marketing strategy exemplifies or reinforces strategic choices moving forward (e.g. what is your best response to potential strategies taken by the other side? Do you have a dominant strategy? What are your expectations of the other company’s payoffs? Etc.)