

Who We Are

Marla Root

Illinois Autism Insurance Coalition
 Founder, CEO
 Root Consulting, LLC

**Behavioral Health Advocacy & Building
 Healthy Provider Networks**



1

Root Consulting, LLC

Founder & President

Illinois Autism Insurance Coalition

Ohio Autism Insurance Coalition

Ohio Parent Insurance Navigation Center



2022 Milestones Award from Milestones
 Autism Resources

2018 Implementation Award from Autism
 Speaks at the Autism Law Summit

2010 Advocate of the Year, The Governor's
 Council for People with Disabilities in Ohio

*Appreciate the opportunity to share my work in hopes of your
 organization's consideration of joining our Illinois Coalition.*

2

ABOUT MARLA

Marla and her son Eli, now an adult

"I have lived with autism and all its positives and its challenges, and goodness knows most of those challenges were with navigating access to services and funding."

Credibility as a Consumer and Administrator for an ABA Provider

My experience can help connect individuals with service providers and service providers to the stakeholders they need to deliver services under an insurance funding model.

The Founder Story

I was lucky to have some incredible mentors in my journey to access and build services. I saw a clear need for educating providers and families and felt I could close that gap.



3

The Problem: Provider & Service Capacity Supports

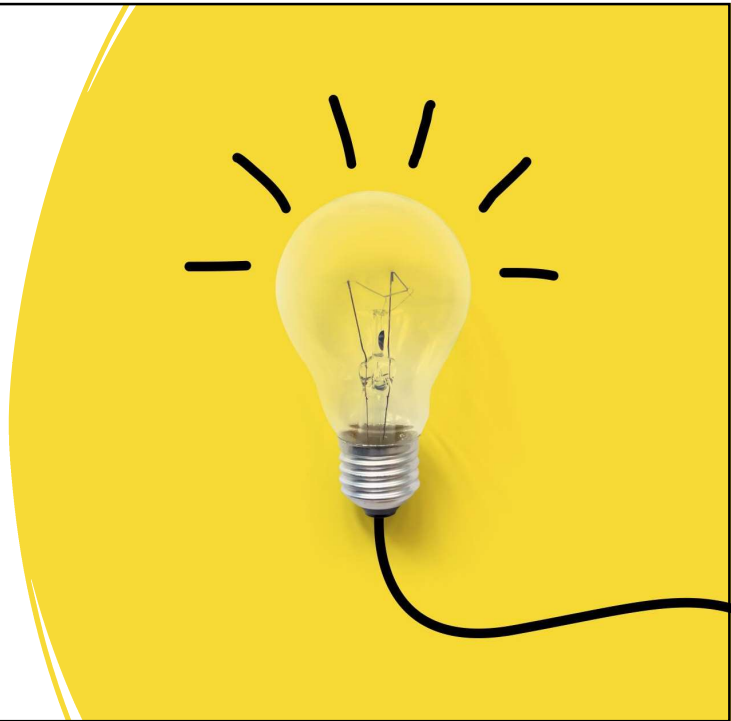
- As the prevalence of ASD continues to rise, ASD therapy services are in great demand.
- With many adolescents and adults with ASD never having access to ABA treatment, how will these services be funded now they are adults?
- Without adequate reimbursement for ABA, how will Illinois meet the needs of those seeking ABA therapy?

4

Why Existing Solutions Don't Work

Work and Find Solutions as a Group while Speaking in One Voice to:

- Navigate the Medicaid policy and billing maze;
- Developing relationships with state agencies and legislators;
- Interpret and provide effective feedback on medical policies and legislation and;
- Sharing successes of insurance appeals.



5

Root Consulting Solutions for Service Providers

Root Consulting operates the Coalition of like-minded members who seek service solutions to address the needs of children, teens, and adults on the autism spectrum.

The Coalition makes the time to deal with the frustration of finding the right stakeholders, services, and agencies to meet those needs.

6

Impact of working with the Illinois Coalition and it's 30 ABA Provider Participants



ACCESS TO CURRENT
INFORMATION AND
FACILITATE PRO-ACTIVE
VS. REACTIVE STANCE



STRATEGIC SUPPORT
FOR SUCCESSFUL
INSURANCE DENIALS
AND APPEALS



LEVERAGE COALITION
RELATIONSHIPS TO
IMPACT POLICIES,
CREDENTIALING, AND
REIMBURSEMENT



CADENCE OF
REGULAR COALITION
MEETINGS

7



What questions do you have?

8

Next Steps

- Schedule a follow-up with Marla for Q&A.
 - Marla will share the Coalition's Business Model
 - Marla will send an Engagement Letter
-
- Contact: E: help@ilasd.com P: 614.565.5765 W: www.ilasd.com