

MANAGED HEALTH CARE ASSOCIATES Transforms Contract Management and Opens Up New Possibilities for Innovation and Efficiency with Pramata

“Pramata is flexible and user-friendly and has done so much to improve our entire contract management process at MHA. But what really stands out above all is the engagement from the Pramata team. Having access to people in Product, Support, Customer Success, and everyone being available when we have questions, is something that puts Pramata above the rest.”

- **David Frankel**, *Vice President and Associate General Counsel, MHA*

MHA streamlines legal workflows and empowers the entire organization with Pramata's AI-based CLM solution

Managed Health Care Associates (MHA) is the largest alternate site group purchasing organization (GPO) in the U.S., and the company was no stranger to Pramata after using the platform for several years to manage over 24,000 contracts post-signature.

When it came to the contracting processes, however, MHA's legacy workflow tool proved challenging to maintain and struggled to keep up with the changing needs of the business. “Our business is contracting with entities that supply products and services to our members,” explained David Frankel, Vice President and Associate General Counsel at MHA. “We don't touch any products, rather, we negotiate the contracts that dictate the pricing and terms our members will get when they buy those products and services.”



Managed Health Care Associates, Inc. (MHA) is the country's largest alternate site GPO and has established itself as a leading health care services and software company. In 2024, they celebrated 35 years of enabling success in alternate site health care. This evolution reflects their commitment to stay abreast of changes in the alternate site health care market and invest in innovative solutions, software and services for their members including long-term care pharmacies, infusion pharmacies, specialty pharmacies, home medical equipment providers and assisted living and skilled nursing facilities.

Headquarters: Parsippany, NJ

Industry: Healthcare Services & Software

CASE STUDY: MANAGED HEALTH CARE ASSOCIATES

Acting as a GPO in the senior living space, serving long-term care pharmacies and senior living facilities, MHA's contracting needs are both complex and crucial to its operations. For MHA, contract management isn't just a concern for the legal team but a core aspect of the company's entire business model. That's why, when its legacy CLM system began causing workflow disruptions and inefficiencies across the company, MHA decided to explore taking advantage of Pramata's full end-to-end platform including its CLM and Generative AI capabilities.

Struggling with a legacy workflow system

Workflow disruptions, limited users and inflexibility

As a GPO, contracts are a vital piece of MHA's core business. Managing these contracts is no small task, and, while Pramata's solution was serving MHA well in a post-signature capacity, the company's legacy CLM system started causing issues on the pre-signature side.

"The biggest issue we were having is that we had stopped getting notifications from that system," Frankel explained. "It was impacting our workflows because we no longer got notified when a change was made to a contract, or the legal team would submit something and the people waiting for it wouldn't get notified that it had been returned to them. When a contract came back from a vendor, it would go into the legacy CLM system but no one at MHA would get alerted. The CLM vendor couldn't figure out why this happened, so they couldn't fix it, and that was a big problem."

Unfortunately, this technical glitch wasn't the only problem MHA's legal team had with their legacy software. The limited number of included user licenses meant not everyone at MHA who needed to use the system could do so, at least not without paying extra.

Another area where cost became an issue was the system's lack of flexibility. This meant even minor customizations came with a price tag, with no chance of the MHA team being able to make small adjustments to statuses and workflows themselves.

Lucky for MHA, the legal team already had a good relationship with Pramata. So, when MHA began looking for an alternative, they immediately reached out to the Pramata team.

"We did a beta test with a small group of associates and everyone was immediately very impressed with the product and its capabilities," Frankel said. With such positive results, the choice to add Pramata's pre-signature functionality and enjoy the benefits of Pramata's end-to-end contract management platform was a simple one.

Immediate results with Pramata

Access, customizations and flexibility come included

After making the decision to adopt Pramata's end-to-end platform, MHA set out to address the pain points of its legacy software while leveraging the flexibility and user-friendliness they'd come to expect from Pramata.

One of the most significant changes was a dramatic increase in user adoption. "With the ability to give access to anyone who needs it, we've basically rolled Pramata out to anyone that would ever submit a request to legal," Frankel noted.

This enabled MHA to leverage Pramata as a resource for cross-functional collaboration, and even as a centralized intake system for all legal requests. "We're really trying to use Pramata as the main way that legal communicates with the rest of the organization for anything they need legal advice on," Frankel said.

This centralization streamlined communication and improved efficiency across the board, with results spanning much further than just the legal team.

Perhaps most importantly, the new system gave MHA the ability to customize workflows without relying on external support or incurring additional costs. "I've created all the workflows and really taken responsibility for creating our instance of Pramata," Frankel shared. "The beauty of it is you can create whatever you want in terms of how your workflows need to be for legal and the type of work that comes into the system."

This level of customization (without IT support!), combined with the ease of implementation and the expanded access, transformed how MHA approached contract management and legal workflows across the entire organization.

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Realizing organization-wide benefits

Efficiency gains empower teams beyond legal

Adopting Pramata's pre-signature functionality quickly yielded tangible benefits across MHA, extending far beyond the legal department. The newfound efficiency and accessibility transformed how the entire organization interacted with legal processes and contract management.

"Now everything is in one place," Frankel explained. "We can look at our dashboard and organize everything in descending order from the most recent submitted date. It's just proven to be a much more efficient system for us." This centralization not only streamlined legal workflows but also significantly reduced the volume of status update emails, freeing up valuable time for both legal and non-legal teams.

Pramata's impact on non-legal teams was particularly noteworthy. With self-service access to contract information, these teams no longer needed to constantly email legal for updates or document retrieval. Frankel observed, "Our 'internal customers' — the people outside Legal — like it because they can go into one place and see all the stuff they have sitting with Legal, instead of having to look through emails to figure everything out." This newfound visibility empowered teams across MHA to work more independently and efficiently.

Moreover, the customized workflows Frankel and his team created in Pramata allowed for more effective management and prioritization of requests.

"What I like about it is the speed at which you can make a change and implement something," Frankel said. "As we use it more, I've been adding more request types and trying to make it as specific to our business needs as possible." This adaptability ensures that Pramata will continually evolve to meet MHA's changing needs, further enhancing its value to the organization.

The Pramata difference

Partnership, support, and future-proofing

What truly sets Pramata apart, according to Frankel, is the company's unwavering commitment to customer engagement and support. This dedication has been evident from the initial implementation to ongoing operations and future planning.

"The engagement from Pramata is what really stands out overall," Frankel emphasized. "Having access to Pramata team members from Product, from Customer Success, always being available when we have questions. I'm really impressed with the level of customer engagement by Pramata."

This high level of support has been consistent throughout MHA's journey with Pramata, with regular check-ins ensuring the solution continues to meet their evolving needs.

Looking to the future, MHA is excited about leveraging Pramata's cutting edge Contract AI and Design Studio to craft their own AI-driven functionalities such as contract playbooks. "We're in the process of creating contract playbooks using the AI Design Studio, which we'll then use along with Pramata's automated redlining tool in Word, to analyze all of our contracts to ensure they're meeting our standards and we're catching nonstandard terms and reducing risk by addressing them."

MHA's partnership with Pramata has not only solved the company's immediate contract management challenges but has also opened up new possibilities for innovation and efficiency in the way it operates.

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"The beauty of Pramata is you can create whatever you want. Whether you're customizing workflows for the legal team or empowering everyone in the business to get data-driven insights from every contract. Pramata's platform is an exceptionally flexible system that adds so much value to everything we do."

- David Frankel, Vice President and Associate General Counsel, MHA