

Your Playbook to 5-Star CAHPS Results

Learn how you can apply the right strategy at the right time of year to influence your CAHPS scores.



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Guiding Continuous CAHPS Improvements

Take member engagement and CAHPS initiatives to the next level. With tools integrated into a single platform, Medicare Advantage plans will have a seamless experience improving their CAHPS scores. With the right support, it's easier than ever to focus CAHPS initiatives on the right members at the right time.

- ➔ Use data to track the return on your investment
- ➔ Avoid costly and ineffective end-of-year CAHPS initiatives
- ➔ Develop organizational alignment on where to focus resources

Ongoing efforts throughout the year are the key to success in CAHPS. Use this step-by-step playbook to guide CAHPS improvements throughout the year.

Apply the right digital strategies based on time of year to target members with the greatest influence on CAHPS scores and see high performance in critical measurement areas that influence your plan's overall quality scores.



Star Ratings



Quality measures



Member retention



NCQA accreditation

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PHASE 01

Build Your CAHPS Strategies

Determine campaign targets to ensure you are engaging the right members, asking the right questions and implementing the right interventions. Healthmine's account managers have years of health plan experience to provide strategic insights.

- ➔ Adjust campaigns based on performance
- ➔ Receive weekly reports from dedicated account managers
- ➔ Design digital campaigns that answer your biggest CAHPS questions



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PHASE 02

Update Contact Information

Performance improvement starts with being able to reach your members. Leverage Healthmine's contact verification capability for updated cell and home phone numbers, email addresses and mailing addresses for members.

- ➔ Reduce undelivered member communication
- ➔ Improve member engagement
- ➔ Lower costs and resource demand



Contact accuracy can erode by
3% each month without intervention

PHASE 03

Pulse Surveys

Quickly close data gaps with brief surveys delivered by email and text. Pulse Surveys can be deployed throughout the year and are helpful in identifying the root cause behind member dissatisfaction.

Pulse Surveys help plans obtain answers and data more quickly than other survey types.

- ➔ Improve response rates and quality of your data
- ➔ Dig deeper into member pain points
- ➔ Identify trends to guide interventions

Healthmine email campaigns have a

51%

Open rate

31%

Higher than the industry average*

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PHASE 04

Prepare Interventions

Take the guesswork out of CAHPS improvements by reviewing survey results with Star Ratings experts. Partner with Healthmine's Expert Advisory Services to analyze, understand and action member feedback.

- ➔ Analyze data and surface insight on member risks and trends
- ➔ Know how to action your data
- ➔ Determine next best steps

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PHASE 05

Mock-CAHPS

Simulate the official CAHPS survey to expand your knowledge around member satisfaction. Deploy mock-CAHPS surveys via the member's preferred communication method and eliminate manual data entry of responses for digitally deployed surveys.

- ➔ Available to members 4 hours after implementation with unlimited digital outreach
- ➔ Know how members will respond to the survey if they're selected
- ➔ Build comprehensive strategies to improve satisfaction



Healthmine's digital mock-CAHPS has **40% lower cost** than paper surveys and **1.7x higher response rates** than the industry average

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PHASE 06

Predictive Analytics

Understand each member's level of risk for responding negatively to the official CAHPS survey. Healthmine's predictive analytics classifies every member into a risk category based on the member's engagement level, chronic conditions, healthcare utilization and other markers.

- ➔ Bucket members by high-, moderate-, or low-risk for negative responses
- ➔ Pre-built omnichannel interventions based on risk level reduces time to execution
- ➔ Deploy communications via the channel each member is most likely to engage with for improved response rates

By using predictive analytics to segment by risk level, a Medicare Advantage plan saw a **3% improvement on CAHPS measures.**

PHASE 07

Member Engagement

Deliver omnichannel outreach at scale to educate members about their plan, provide personalized experiences and improve on critical quality measures. Healthmine's Member Engagement solution works in real time to influence your CAHPS scores.






- ➔ Deliver personalized health action plans through the member's preferred communication method
- ➔ Leverage omnichannel engagement and targeted outreach
- ➔ Motivate members and improve sentiment with rewards and incentives

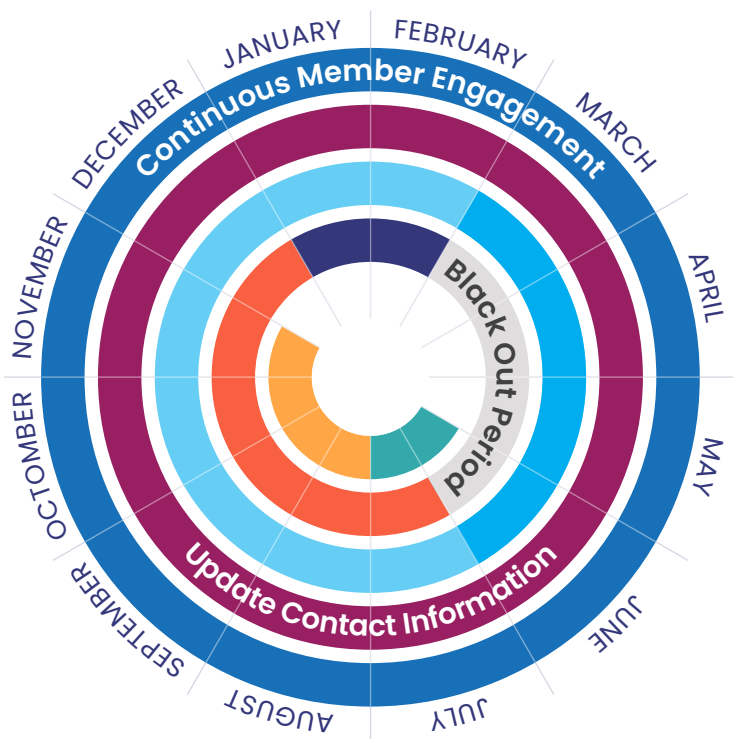
75%

of Healthmine clients
**secured quality
bonus payments**
based on 2023
Star Ratings

Tools That Work Together

Healthmine's comprehensive, year-round approach to CAHPS facilitates faster improvement in the areas of most value to health plans. This keeps your costs low while focusing on the highest-impact members.

-  Pulse Surveys
-  Mock CAHPS
-  Predictive Analytics
-  Strategy meeting
-  Consulting





**Partner with Healthmine to start
influencing your CAHPS scores
faster and more efficiently.**

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