

Pave a Path to Four or More Stars

Widespread drops in performance in the 2023 Star Ratings and regulatory changes to contract expansion signal a need for time-sensitive and aggressive quality improvement strategies. Under the Centers for Medicare & Medicaid Services' (CMS) Past Performance criteria, Medicare Advantage plans with contracts that score less than three Stars in 2023 and 2024 Star Ratings will be blocked from new service area or contract expansions in 2025. Coupled with a drop in scores many contracts are at risk of losing not only quality bonus revenue but also growth and expansion opportunities.

The 2023 Star Ratings indicate a time for change:

- ➔ **More than 25%** of plans saw an overall rating decrease
- ➔ **70% of measures** had performance decreases
- ➔ **135 contracts** may lose 2025 expansion opportunities

Overcome significant Stars challenges when you partner with Healthmine to implement data-driven, personalized interventions that bolster measure performance and Star scores.



75% of Healthmine clients secured quality bonus payments

How Healthmine creates Star Ratings success



Start capturing member feedback with Pulse Surveys in as little as **2 weeks**



Close care gaps and improve member experiences with Outbound Calls in **4 weeks or less**



Partner with Expert Advisory Services within **72 hours** of contract signing

The Final Sprint to Boost 2024 Star Ratings

Rapid, precise engagement with the right members for the right reasons is critical for safeguarding plan growth and securing four or more Stars in the 2024 ratings. Healthmine's solutions deliver the speed, insights and results you need for a lasting impact on plan performance.



Healthmine's turnkey solutions support improvement by the end of the year

Outbound Calls

Choose direct phone outreach to members to facilitate clinical gap closure, improve medication adherence, and improve member experiences. A tailored outbound call campaign can improve HEDIS, Prescription Drug Events (PDE), and CAHPS measure scores.

- ➔ Implemented in four weeks or less
- ➔ Live agents or automated, interactive phone calls
- ➔ Customizable call scripts to address specific measures and member pain points



Healthmine conducted a call campaign in Q4 of 2021 which **led to 32% of members** with time-sensitive care gaps having an appointment with their provider.

Pulse Surveys

Leverage quick, ongoing surveys to help identify specific member pain points. Use direct feedback from members to guide the next best steps to improve CAHPS scores.

- ➔ Implemented in as little as two weeks
- ➔ Surveys delivered via live agent or automated, interactive calls, text or email
- ➔ Weekly response data you can act on
- ➔ Four hours with Star Ratings consultants



Expert Advisory Services

Healthmine consultants will help you create and implement fourth quarter strategies and tactics to quickly achieve and maintain the highest quality ratings and service excellence.

Start strategizing with consultants **within 72 hours** of contract signing.

Future Success Starts Now

As CMS continues to change measures and program details that influence Star Ratings, health plans are under pressure to adapt quickly. Establishing solid foundations in member engagement and integrating flexible digital tools into daily operations will help plans rapidly adapt as CMS puts proposed Stars changes into practice.

Big changes are on the horizon from CMS:



Hard-to-influence Health Outcomes Survey measures return in January 2024



Health equity integration may be added to Star Ratings as early as 2023



The 2024 conversion from HEDIS to ECDS requires extensive chart and data collection

Next Steps

Initiatives between now and year end should drive plan performance now and set plans up for sustainable Stars success over the next few years. Here are four strategies recommended by our expert consultants to get started.



Focus on Measure Performance

Use performance data at a measure-level to identify key areas of plan performance that need improvement to achieve overall ratings goals, optimize improvement measure ratings, and avoid triggering the Past Performance criteria.



Refine Your Measure Math

Monitor and analyze measure performance using statistical models which account for the Tukey outlier deletion criteria. Ensure your goals are set at the right level and engagement strategies are incorporating enough members to reach the next Star level.



Find Your Stars Influencers

Identify members and providers who will have the most impact on care gap closure, CAHPS scores and medication adherence rates.



Strategically Address Pain Points

Use scaled and targeted engagement strategically to help members book appointments, fill prescriptions, understand plan benefits, and access care.

Healthmine is your member engagement partner for solutions that meet the short- and long-term needs of CMS and your members.

Learn more about how we can help you create healthier, happier, and more engaged Medicare Advantage members.

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