

DRIVING CAHPS PERFORMANCE

THROUGH AN SDOH-FIRST APPROACH TO INCREASED MEMBER ENGAGEMENT



DESPITE THE REDUCED WEIGHTING OF CAHPS MEASURES TO 2X BY CMS, THESE MEASURES ARE STILL IMPORTANT FOR MA PLANS TO ACHIEVE 4.0+ STAR RATINGS.

CAHPS measures have decreased from approximately 33% of an MA plan's total Star Rating for the 2024 Stars, to 22% of the total Star Rating for 2026 Stars.

33%



22%

CAHPS will represent 22% of the overall Star Ratings for 2026.

WHY MEMBER EXPERIENCE IS CRITICAL TO MA PLAN PERFORMANCE

CAHPS measures are tied to . . .

. . . member experience – a main goal to attract enrollment and avoid members leaving the plan.

Research from the Journal of Health Care Organization, Provision and Financing revealed that plans with lower CAHPS scores experience more churn than those with higher scores.

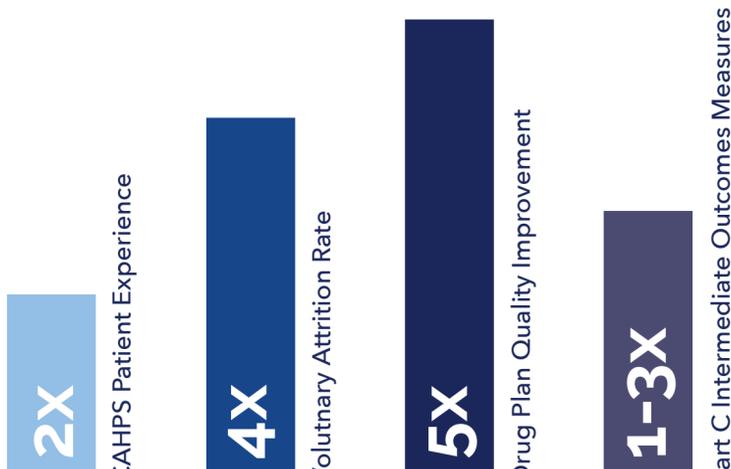
. . . access to care, which is important for member satisfaction.

Per a recent J.D. Power study, only 31% of MA plan members say their plan made it easy for them to find care, but overall customer satisfaction scores are 158 points higher when members say it's easy to find care.



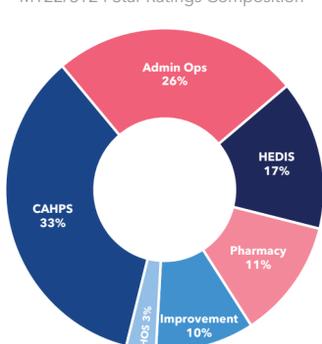
TO IMPROVE CAHPS PERFORMANCE, AS WELL AS INCREASE THE OVERALL STAR RATING, PLANS MUST ALSO FOCUS ON INCREASED MEDICATION ADHERENCE.

Medication adherence is a crucial "force multiplier" for overall Stars performance, meaning that performance on heavily weighted Stars measures is directly impacted by medication adherence:

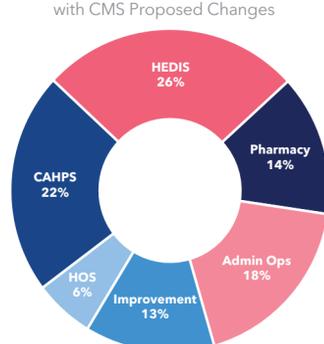


From Stars 2024 to 2026, the **impact of medication adherence is expected to increase from 76% to 82%... increasing the importance of adherence performance.**

MY22/SY24 Star Ratings Composition



MY24/SY26 Star Ratings Composition with CMS Proposed Changes



BY HELPING MEMBERS OVERCOME SDOH BARRIERS...



... plans can improve:

- ✓ adherence
- ✓ healthy behaviors
- ✓ access to care
- ✓ health outcomes

TACTICS FOR IMPLEMENTING AN SDOH-FIRST STAR RATINGS STRATEGY



- ✓ **Adopt a flexible, data-rich technology platform.** Using a combination of predictive analytics and empathetic outreach the right platform helps you identify at-risk members and resolve SDOH barriers, improving care access and adherence with medications and healthy behaviors.
- ✓ **Build a trusted relationship with members.** Using personalized outreach and motivational interviewing techniques, clinicians can build trust with members while uncovering and understanding any barriers to care they may be facing. Then, clinicians can connect them with benefits and resources to overcome their challenges.
- ✓ **Establish a process for long-term follow-up.** Once a member is adherent with healthy behaviors, your technology platform should continue to ingest data to alert the outreach clinician team when future support may be needed.

Explore proven strategies to help your health plan optimize Medicare Advantage Star Ratings

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