

When Centers for Medicare & Medicaid Services (CMS) announced its Contract Year 2021 Star Ratings formula updates, the agency sent a clear message:



Medicare Advantage Prescription Drug (MAPD) plans need to get serious about consumer experience and continue high focus on medication adherence.

MAPD plans that fall below the 4-star threshold risk losing approximately **\$450** per member per year reimbursement improvement

as a part of the nearly **\$11.6 billion** annual Quality Bonus Payment.

Beginning with the 2021 contract year, CMS has increased the importance of CAHPS measures by quadruple-weighting (4x) them to make up **32%** of the overall Star Rating.

Consumer Experience (CX): A Business Imperative

To maximize quality improvement measures, MAPD plans (particularly D-SNPs) must address Consumer Assessment of Healthcare Providers and Systems (CAHPS) measures as part of their daily consumer engagement.



Medication-Related Measures

19
Measures

52%
of Star Rating

CAHPS Measures

9
Measures

32%
of Star Rating

6
Measures

Representing **23.5%** of the Star Rating that are both medication- and CAHPS-related

Overcoming Barriers To CX Improvement



1. Organizational design.

Operationally, consumer experience transcends departments such as pharmacy, health services, quality, member services and marketing.



2. Social determinants of health (SDOH).

At the root of CAHPS consumer experience scores is consumers' ability to access needed care. Barriers to care for many consumers include issues such as lack of transportation, health literacy, lack of funds for healthcare services or pharmacy copayments and the inability to navigate administrative hurdles.



1. Break down organizational silos.

Consumers have grown accustomed to customer relationship management (CRM) tools that enable seamless communications across touchpoints.



2. Orient the plan around what it can do rather than what it cannot.

Lack of follow-up care might reflect burdens created by the plan's referral requirements. It is also increasingly important for plans to help consumers coordinate care, access medication and reduce non-medical barriers to care.



3. Embrace customer data and seek hidden truths.

Health plan providers are experts at conducting customer satisfaction surveys, but CAHPS samples are relatively small and can be easy to dismiss if the results are unfavorable. Instead of explaining why results might not all be positive, plans will benefit from sober examination of the data.

Best Practices for Improving Health Plan Consumer Experience

How Resolve™ Improves the Consumer Experience

With consumer experience increased to make up **32 percent** of the weighting and medication-related measures representing **52 percent** of MA Star Rating measures, health plans would be wise to consider implementing Resolve™ by AdhereHealth™ which enables a comprehensive approach to improving their MA Star Ratings.

Here are some benefits:



Predictive analytics to proactively target at-risk consumers year-round



Integrated consumer approach to drive better value-based care.



Near-real-time health plan data



Robust features, enabling real-time clinical focus to address SDOH