



Planning for a CMS Five-Star Rating in 2014

Eleven Medicare Advantage plans received a Five-Star Rating for 2013, according to the [Centers for Medicare & Medicaid Services](#), up from nine plans in 2012. There is a window of opportunity for other Medicare Plans to receive a top ranking over the next year in particular, as health insurance exchanges add a new competitive dynamic to the market place.

Regardless of the market nuances, the CMS Five-Star Quality Rating System remains focused on ensuring happy and healthy plan members. More specifically, CMS rates Medicare health plans on how well they perform in five different categories:

- Staying healthy: screenings, tests, and vaccines
- Managing chronic (long-term) conditions
- Member experience with the health plan
- Member complaints, problems getting services and improvement in performance
- Health plan customer service

Medicare drug plans are rated on how well they perform in four different categories:

- Drug plan customer service
- Member complaints, problems getting services and improvement in performance
- Member experience with the drug plan
- Patient safety and accuracy of drug pricing

As a primary touch point with Medicare members, your contact center can play an important role in improving your Star Rating across several measures, including preventive care, chronic condition management and overall patient satisfaction.

Delivering a personalized, concierge-style experience to your members should be a critical component of your contact center strategy. This includes proactive outreach to schedule routine screenings and vaccinations, as well as tests that encourage preventive and chronic disease management. This outreach adds an additional layer of contact to ensure that preventive care is conducted, especially when serving high-risk members.

Utilizing a contact center that delivers an integrated, multi-angle approach across all domains and diligently reports measurable data can be used to identify opportunities to help bolster your ranking. Having these analytics in real-time will enable you to be flexible and continue to make quality improvements throughout the year.

A highly effective contact center strategy should encompass touch points that can directly improve your members' health care and customer service experience, which will impact how your plan's performance is scored. In addition, such a strategy will enable you to be aware of potential problems before they occur and determine if a member is unhappy with a plan before they migrate during open enrollment.

An enhanced member experience necessitates having a skilled contact center agent with access to the member's full history via integrated data systems. The agent can use this information to engage in a real dialogue with your members, rather than a scripted one.

The bottom line is that personalized outreach will be key to driving up your Star Rating for 2014. Additionally, it will boost member satisfaction and help you retain your most valuable members.

To learn how DialAmerica can help your business, contact our solution specialists at 800-913-3331

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