



Medicare STAR Ratings Provider Partnership Strategy

October 2010



WHAT IS THE MEDICARE STAR RATING SYSTEM?



- CMS's rating system for evaluating the relative quality of private plans offered to Medicare beneficiaries through the Medicare Advantage program
- Measured on a 1-5 STAR Scale



STAR REPORTING



- Star Reporting exists for both Part C and Part D, focusing on a variety of quality and service metrics
 - Part C: 36 individual elements consisting of:
 - HEDIS[®],
 - CAHPS,
 - HOS,
 - IRE and
 - CMS operational metrics
 - Part D: 17 individual elements, in the areas of:
 - Drug Plan Customer Services,
 - Drug Plan Member Complaints and Medicare Audit Findings,
 - Member Experience with Drug Plan, and
 - Drug Pricing and Patient Safety

Why is this important?

- STAR Rating's available to members for decision-making on health plans
- Increased premium dollars for strong performance
- Richer Benefits for Members
- Ability for WellCare to expand



FACTORS TO CONSIDER IN IMPROVING STAR SCORES



Feedback extracted from patient and physician focus groups:

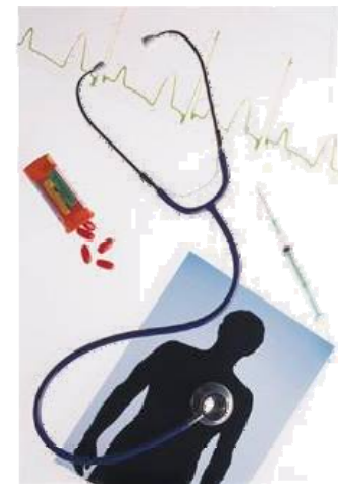
- Patients don't distinguish between problems caused by WellCare, provider, pharmacy, etc.
- Not all physicians are aware of the STAR Ratings and their impact
- Results are heavily impacted by patients' ability to access health care system
 - Facilitation of PCP appointments
 - Support in the referral process
 - Greater understanding of pharmacy procedures
- Not all physicians support their patients in navigating the health care system



PHYSICIAN STRATEGIES TO IMPROVE STAR SCORES



- Support to patients through referral and authorization process
- Educate patients on value of generic drugs and proper use of those drugs
- Improvement Activities, not strictly clinical, and can be conducted by non-clinical/non-physician support staff
- Discuss the importance of patients receiving:
 - Annual Flu and Pneumonia Vaccination
 - Bone Density Test
- Review ways to improve health outcomes
 - Fall risk
 - Bladder control
- Conduct required HEDIS services
 - Colorectal cancer screening
 - Glaucoma test
 - Diabetes care



These are examples – If you are not already receiving them, talk to your WellCare Provider Relations Rep about receiving WellCare’s HEDIS® Non-Compliant Member Reports

BEST PRACTICES TO INCREASE STAR RATINGS



- Help patients schedule appointments and obtain needed care in a timely manner
- Help patients understand their health care processes and navigate the system
- Engage patients to understand their medical history and disease states, completed procedures and future visits needed
- Recognize that some patients may need enhanced support
 - Dual-eligible
 - Frail/elderly
 - Non-English speaking

- Track referrals and their outcomes and follow up if appts. not made or kept
- Educate patients on their plan of care in a way that is comprehensible
- Prescribe medications that are affordable and on the formulary and educate patients on their value
- Review HEDIS® Non-Compliant Reports - Actively schedule appts with patients to close care gaps
- Ensure all members on panel are being seen at appropriate intervals
- Help patients understand their medications and gain access to them