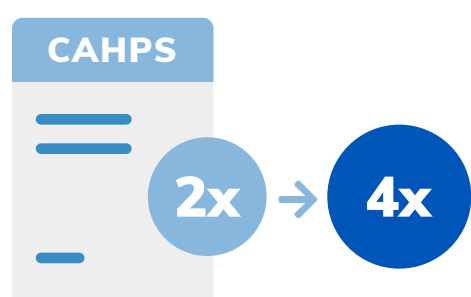


POSITIVE MEMBER ENGAGEMENT IS CRUCIAL TO STARS SUCCESS



With the shift in the Consumer Assessment of Healthcare Providers and Systems Survey (CAHPS) and other operational measures weighted from 2x to 4x, a positive member experience with the plan is now critical to succeed in Stars.



Understanding the member's journey with the plan, end to end, is paramount. In our experience, health plans that listen to the member and proactively react to their feedback often will achieve their performance goals and reach 4.0+ Stars for their contract.

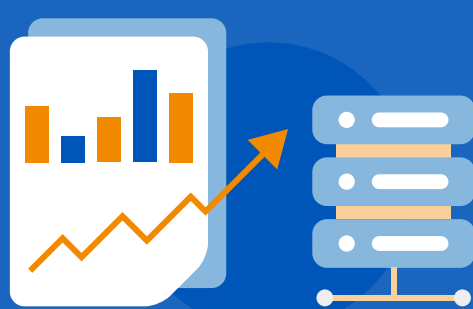


From the pre-sales process to acquisition to onboarding and throughout the life cycle of the membership, health plans need to be cognizant of every member interaction to make each touch meaningful and impactful.

4 KEY THEMES

For a successful member engagement strategy

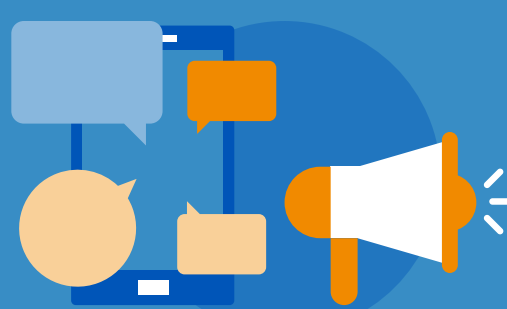
1 Predictive Analytics and Centralized Data



Analysis of member-level predictions can identify opportunities for targeted messaging or potential to maximize touchpoints with the member.

And centralizing member experience metrics in a database will go a long way to improving satisfaction and ultimately CAHPS scores.

2 Alignment of Messaging and Synergy Identification



Multichannel engagement strategies can be achieved in-house with better oversight, governance, data management and program management. When members are victims of 'information overload' due to numerous member outreach campaigns, there are several opportunities to combine efforts among plan operations.

3 Enhance the Payer – Provider Relationship Potential



Plans should optimize their provider relationships as it can have deep downstream impacts on CAHPS and overall satisfaction. This includes understanding a member's care journey, medication history and other relevant experience information.

4 Benefit and Resource Optimization



Health plans often invest a lot of money into programs and resources that members either are not aware of, or not capable of connecting with. It is the job of the health plan to proactively form those connections, to improve satisfaction and engagement.

At ProspHire, we continue to partner with Health Plans to offer insights, analysis and execution strategies to improve overall Star ratings.



LET'S HAVE A CONVERSATION
about your health plan's member engagement strategy

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