REACHING FOR THE STARS

September 22, 2015
AGENDA

• Star Ratings Program Overview
• Care Coordinator Role
• Star Ratings Program Measure Performance
• Member Engagement
• **Mary Jo Stelzner**  
  Director, Provider Engagement  
  Stars Center of Excellence

• **Kathy Elli**  
  Director, Member Engagement  
  Stars Center of Excellence
OBJECTIVES

• Describe the Star Ratings Program and how it contributes to optimal health outcomes

• Describe the measures contained within the Star Ratings Program

• Describe the specific role of the Care Coordinator in supporting patients and care partners in accessing services and resources to achieve optimal health outcomes
STAR RATINGS PROGRAM OVERVIEW
BACKGROUND: CMS STAR RATINGS

The Star Ratings Program, introduced as part of the Affordable Care Act, is intended to measure the overall quality of care and services provided to Medicare beneficiaries.

The 2016 Star Ratings Program includes 44 measures in 3 focus areas:

1. Clinical Quality (preventive and chronic care)
2. Member Satisfaction and Perceptions of Health
3. Health Plan Operations

Center for Medicare & Medicaid Services (CMS) Measures change year to year → requires flexibility to rapidly adapt
• Plans are rated on a 5-Star scale, with separate scores for each measure and overall
• Scored ‘on a curve’ relative to other plans
  o requires quantum leap improvements to ‘catch up’

• Star ratings are published on Medicare.gov and must be included in plan marketing materials
Measures of Medication Management
For Example:
• High Risk Medication Use
• Medication Adherence Rates
Primary Intervention:
• Member- and provider-directed outreach, medication reviews

Measures of Clinical Care
For Example:
• Percentage of members with Colon Cancer Screen
• Diabetic Members up to date with eye/kidney screenings
Primary Intervention:
• Member- and provider-directed outreach

Measures of Health Plan Services
For Example:
• Appeal Timeliness & Fairness
• Call Center – Foreign Language & TTY Availability
Primary Intervention:
• Ensure precision in appeals processing at BCBS and Prime

Measures of Health Outcomes Survey
(Perceptions of physical & mental health)
Primary Intervention:
• Care Coordinator Messaging and Assessments
• Target topics to discuss throughout the year

Measures of Member Satisfaction
For Example:
• Member reported satisfaction with Health Plan and Drug Plan
Primary Intervention:
• Customer Service Training – Ulysses
• Member communications/reminders

Pharmacy 19% 5 Measures
ADMINISTRATIVE 22% 11 MEASURES
CAHPS 19% 9 MEASURES
HOS 12% 4 MEASURES
HEDIS 28% 13 MEASURES
WHY STAR RATINGS MATTER

• Plans achieving an overall rating of \( \geq 4 \) Stars are eligible for bonus payments
  o Payments **must** be used to enhance or improve the product and/or benefits offered.

• Potential product enhancements could include:
  o Richer fitness benefits
  o Expanded transportation benefits
  o Enhanced Vision/Hearing/DME benefits
THE STARS PROGRAM: A 4 YEAR CYCLE

2014

**Members Receive Services**

Health Plan Data Reported on services rec’d in 2014

2015

CMS Assigns Plan Star Rating based on 2014 dates of service

Quality Bonus Payments Received If ≥ 4 Stars

2016

**Members Receive Services**

Health Plan Data Reported on services rec’d in 2015

2017

CMS Assigns Plan Star Rating based on 2015 dates of service

Quality Bonus Payments Received If ≥ 4 Stars

2018

2019

CMS Assigns Plan Star Rating based on 2013 dates of service

Members Receive Services

Health Plan Data Reported on services rec’d in 2016

CMS Assigns Plan Star Rating based on 2016 dates of service

Quality Bonus Payments Received If ≥ 4 Stars
SecureBlue Performance

2013 Star Rating: 3.5
2014 Star Rating: 3.5
2015 Star Rating: 3.5
2016 Star Rating: ??
2017 Star Rating: ??

Final 2016 Star Ratings displayed on Medicare.gov
CARE COORDINATOR ROLE & MEASURE PERFORMANCE
YOU ARE CRITICAL TO OUR SUCCESS

• Introduce yourself as a *Blue Plus Care Coordinator*
  - Connects members’ relationship with *you* to their *health plan*.

• Complete LTCC on time & accurately
  - Your evaluation drives our member’s medical management plan.
  - Many of the Star ratings measures are compiled from LTCC information
  - Accurate and timely reporting ensures our members will receive the best care possible.

• Help us influence member behavior
  - Your help is critical to helping us reinforce the *value of preventive and chronic screenings*
  - You can help us close gaps in care by helping to schedule appointments, if necessary
### LTCC Timeliness: 2016 Star Rating (CY 2014)

#### Number of new enrollees

<table>
<thead>
<tr>
<th>Number of new enrollees</th>
<th>Number of enrollees eligible for an annual HRA</th>
<th>Number of initial HRAs performed on new enrollees</th>
<th>Number of annual reassessments performed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,210</td>
<td>8,160</td>
<td>833</td>
<td>5,863</td>
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</tbody>
</table>

**Rate:** 71.46% 3 Star

#### Star Rating

<table>
<thead>
<tr>
<th>1 Star</th>
<th>2 Star</th>
<th>3 Star</th>
<th>4 Star</th>
<th>5 Star</th>
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</thead>
<tbody>
<tr>
<td>&lt; 35.8%</td>
<td>≥ 35.8% to &lt; 51.9%</td>
<td>≥ 51.9% to &lt; 74.0%</td>
<td>≥ 74.0% to &lt; 93.9%</td>
<td>≥ 93.9%</td>
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</table>

• We NEED to be at a 5 Star!
• Instituted audit process (1/1/15) to help pass CMS Data Validation Audit
  o Work to pass audit and will receive them less frequently

• Began emailing upcoming assessments due (8/1/15)
  o Ensure you reach out to everyone on the list prior to their due date
  o Document all assessments completed and refusals on the Part C Tracking Tool

• Report of all missed assessments YTD (coming soon)
  o Will be a report of all assessments we show as being missed
  o Go back in your records to ensure they were truly missed, if not, please document the assessment date in the Part C Tracking Tool
  o Will repeat in January
Comprehensive Medication Review

- Eligibility determined quarterly by BCBS/Prime
  - Eligibility determined by # and $ of meds, and # of chronic diseases
- Relatively new, so members may not understand it, nor understand the benefits
- Usually conducted by a pharmacist via separate appoint. or 30-60 min. phone call
- Review all medications and discuss why its used, side effects, adherence & benefits. Opportunity for member to ask questions

**Measurement:** Pharmacist must document CMR in a specific manner; data from all CMR visits is collected by BCBS/Prime and sent to CMS in a separate file

COA Medication Review

- Eligibility is all members in a special needs plan (SNP), aged 66 and older
- Part of “usual care”
  - Does not require a separate appointment
- Generally done by prescribing physician or mid-level
- Is not required to be interactive w/member
  - The review may be undertaken by the MD or NP without any discussion with the member

**Measurement:** Part of HEDIS measure; review of medical record documentation must show a medication list in the record and an indicated that the practitioner has reviewed medications
SCREENINGS

- Breast Cancer: 80% (58% in 2013, 63% in 2014, 59% in July 2015)
- Colorectal Cancer: 78% (62% in 2013, 66% in 2014, 50% in July 2015)
- Diabetes Eye Exam: 82% (74% in 2013, 77% in 2014, 36% in July 2015)
- Diabetes Kidney Disease: 97% (90% in 2013, 89% in 2014, 80% in July 2015)
SCREENINGS

• Review gaps in care report from Blue Plus and address during assessment
  o Document in care plan and develop plan to address

• Reinforce value of preventive screenings
  o Schedule appointments, as necessary

• Promote available incentives to encourage members to get recommended screenings
MEDICATION RELATED MEASURES

Adherence - Diabetes: 84%, 84%, 84%
Adherence - HTN: 84%, 84%, 84%
Adherence - Statins: 82%, 83%, 82%
High Risk Medications: 12%, 9%, 6%

• Reinforce value of taking medications as prescribed

• Encourage members to review medications annually with their doctor or pharmacist. If your member gets a letter about completing a comprehensive medication review, encourage them to do so

• Address member questions and connect with appropriate resources for clarification

• Open dialogue around their experience with customer service and offer help resolving outstanding issues
MEMBER REPORTED HEALTH OUTCOMES (HOS)

- Physical Health: 66% (2013), 68% (2014), 72%
- Mental Health: 77% (2013), 79% (2014), 82%
- Monitoring Physical Activity: 42% (2013), 46% (2014), 62%
- Reduce Risk of Falls: 66% (2013), 67% (2014), 73%

Confidential and proprietary.

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MEMBER REPORTED HEALTH OUTCOMES (HOS)

• Monitoring physical fitness
  o If appropriate, recommend Silver&Fit facilities or home based activities

• Review home for safety
  o Talk to and provide safety and fall prevention tips

• Evaluate mental health status
  o Depression/feelings of sadness or “the blues”
  o Provide recommendations for social resources that could help
  o Refer members to Behavioral Health Clinic Guides at 1-866-489-6947, as appropriate

• Provide education material to reinforce Stars related topics (i.e. fall prevention, physical activity, etc.)
• Complete Pain Screening
  o Collaborative Care Plan Pain Screening is used to determine compliance

• Functional Status (IADL’S)
  o LTCC Documentation is used to determine compliance
  o Accurate and timely LTCC reporting

• Medication Review
  o Encourage members to review their medications with their pharmacist or doctor.
### OTHER

<table>
<thead>
<tr>
<th>Category</th>
<th>2013</th>
<th>2014</th>
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<tbody>
<tr>
<td>Readmission</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>LTCC Assessment</td>
<td>0%</td>
<td>72%</td>
</tr>
<tr>
<td>MTM</td>
<td></td>
<td>19%</td>
</tr>
</tbody>
</table>

- **LTCC Assessment:** 94%
- **MTM:** 76%
• Readmission
  - For members admitted to Hospital – transition management

• LTCC
  - Complete LTCC on time and accurately

• MTM
  - Encourage qualified members to make an appointment
MEMBER ENGAGEMENT
MEMBER EXPERIENCE

Members receive a survey each year to evaluate their perceived and actual experience with their health plan, drug plan and providers (CAHPS Survey).

We each have a role to play in improving both their real and perceived experience.

You can help positively improve the member experience:

- Provide education and relevant information to drive desired member behavior
- Reinforce your association with BCBS and establish a positive relationship so that they will view BCBS as a trusted partner and resource.
Consistency in message, acknowledge member’s unique needs to drive desired behavior

Our SecureBlue Members

Institution

Elderly Waiver

Community

Our Communication Channels

Direct Mail

Agents, Care Coordinators, Caregivers

Outbound & Customer Service

Online/Digital

Personalized Communication Strategy
New Member Welcome Calls

Retail Store
  --STARS related education/classes
  --Preventive screenings

Monthly Member Survey
Focus on critical conversations & screenings:

• Flu Shots
• Mammograms
• Diabetes Screenings
• Colorectal Cancer Screenings
• Feeling “blue”
• Falls prevention
• Urinary incontinence
HRA REFUSAL INCENTIVE ($50)

To Qualify:
• Members refused an HRA in prior year
• Member again refuses HRA in current year
Can Pets Help Your Health?

If you have a pet, you probably already know that animal companions can lift your mood. But did you know that they might even boost your physical health?
Consider these 3 findings:

1. On survival after heart attack...
   Temporibus ut in qui doloremque consequatur aut ex.
   Atque autem praesentium, sapiente molestias tempora.
   fugit quia et iure, qui sunt non ratione.
   Aliquam sunt qui excepturi, quaerat
   non commodi molestiae repellat.

2. On the affects of stress...
   Temporibus ut in qui doloremque consequatur aut ex.
   Atque autem praesentium, sapiente molestias tempora.
   fugit quia et iure, qui sunt non ratione.
   Aliquam sunt qui excepturi, quaerat
   non commodi molestiae repellat.

3. On overall physical health...
   Temporibus ut in qui doloremque consequatur aut ex.
   Atque autem praesentium, sapiente molestias tempora.
   fugit quia et iure, qui sunt non ratione.
   Aliquam sunt qui excepturi, quaerat
   non commodi molestiae repellat.

Get a Flu Shot Now, Stay Healthier Longer

Lumet quia doloremque aut ex, consequatur explicabo est.
Molestiae ab laborum, praesentium aut autem aliquip.
Expedita explicabo explicabo est.
Vita sunt qui excepturis dignissimos autem.
Molestiae ab laborum, praesentium aut autem aliquip.
Expedita explicabo explicabo est.
Vita sunt qui excepturis dignissimos autem.

Eat Your Way to Healthier Bones


TEAM UP TO PREVENT FALLS

1. Nisi auctor a et amet in volutpat
   nisi at placerat. Quisque ut at eum, at ex.
   Aliquam vel est vel metus, a et aliquam
   at dolor. Sed vel lectus non, non lectus
   vel aute. Sed vel lectus non, non lectus
   vel aute. Sed vel lectus non, non lectus
   vel aute.

2. Nisi auctor a et amet in volutpat
   nisi at placerat. Quisque ut at eum, at ex.
   Aliquam vel est vel metus, a et aliquam
   at dolor. Sed vel lectus non, non lectus
   vel aute. Sed vel lectus non, non lectus
   vel aute. Sed vel lectus non, non lectus
   vel aute.
Physical Fitness Tips

Every minute counts: Get moving for a healthier, happier you.

Whether you’re a lifelong athlete or you’re just starting to think about exercise, it’s important to stay active as you get older.

Let’s get started:
- Talk to your doctor. Be sure to talk to your doctor before you start a new exercise program.
- Start out slowly. Every step matters, and even small changes in your daily routine can make a difference. Start not too fast, and slowly increase how long and how hard you work out.
- Do what you love. Whether aerobics, mall walking, dancing or bicycling might be your pace. The key is to get up and move more each day.
- Be safe. Don’t like to exercise alone? Find a group fitness class at your local community center or fitness center, or call a friend to motivate each other.

Silver&Fit
Enroll in Silver&Fit for in-home fitness kits or to take classes at a participating fitness facility. Visit Silverandfit.com or call 877-437-4768 (TTY/TTD 777-710-3746) Monday through Friday, 7 a.m. – 9 p.m., Central for details.

Exercise has its rewards:
- Weight control
- Stronger bones & muscles, which help prevent falls
- Lower risk for type 2 diabetes, heart disease & some cancers
- Reduced stress
- Improved mood

Fall Prevention

Blue Cross Blue Shield Minnesota

Avoid a fall: Simple tips to improve your balance

Have trouble walking or keeping your balance? Experienced a fall in the past? There are steps you can take to help prevent a fall in the future.

Talk to your doctor.
If you feel dizzy or struggle with your balance, call your doctor. You might have a health condition that needs treatment.

Review your medications.
Some medications, including sleeping pills and some prescriptions for anxiety, could make you dizzy. Ask your doctor about any potential side effects of the medications you’re taking.

Get your eyes and ears checked.
Get your vision and hearing tested each year to rule out changes to your eyesight or inner ear problems that could cause balance issues.

Move wisely.
Stand up slowly and wear low-heeled shoes that fit well and have nonskid soles.

Use safety devices.
Use a cane and/or walker to get around, and consider installing handrails, grab bars, nonskid bath mats and a shower chair in the bathroom for improved stability.
You're invited to talk with a pharmacist about the medications you take

Dear [MBFirstName MBLastName],

You qualify for a valuable service from [PlanName] PlanName. It's called the Medication Therapy Management (MTM) Program, and it's a great way to learn more about your medications at no extra cost to you. At your next wellness visit, talk with your doctor about what you learned from your review.

What you can expect
You and a pharmacist will talk one-on-one over the phone to review all the medications you take, including over-the-counter products. A Comprehensive Medication Review could help you better understand:

- Your medications
- Potential side effects
- Ways to save money

Call today! 1.866.486.2223 (TTY 711)
This call is the perfect time to ask questions and talk about your concerns. There is no extra cost for this program—it's a valuable service as part of your Medicare Part D prescription drug plan.

Sincerely,
[Plan Sponsor Signature 1]
[Plan Sponsor Signature 2]

[First Name] [Last Name]
[Title]
[Company]
[First Name 2] [Last Name 2]
[Title 2]
[Company 2]

See back for important information.
HIGH RISK MEDICATION LETTER
(BCBS)

Blue Cross and Blue Shield of Minnesota
and Blue Plus
P.O. Box 64860
St. Paul, MN 55164-0660
855-662-8000 / 800-362-2000

<Month DD, YYYY>
<Member First Name> <Member Last Name>
<Member Address 1>
<Member Address 2>
<Member City>, <Member State> <Member Zip Code>

Dear <Member First Name>,

Your health is important to us. Based on our records, it looks like you are taking <drug name>. The American Geriatrics Society is a national expert in care of the elderly. It recommends that older adults should not take this medicine. For many people, this medicine may cause more harm than good.

<Drug name> is usually used to help with sleep. Studies show that older adults have increased sensitivity to this medicine. It can cloud your thinking and cause other side effects like dizziness and drowsiness, which can lead to falls and broken bones.

You may have been taking this medicine for some time. But as you get older, the risks of side effects increase. Because of these risks, Blue Plus wants to make sure this is the best possible treatment for you. Lifestyle changes can help some people sleep without medicine.

We recommend you talk to your doctor about this medicine and other possible treatments for your condition. Do not stop taking this medication without first talking to your doctor. If you have questions about the information in this letter, you can also talk with your pharmacist or your health plan care coordinator.

[You can also take advantage of our Medication Therapy Management (MTM) Program. This program is available to you at no additional cost. If you participate, you will talk with a pharmacist or nurse who will review all your medicines. The pharmacist or nurse will create a list of your medicines and explain how each one works, including possible side effects. They will also answer any questions you may have. After the meeting, they will give you your list of medicines and some helpful information about your health condition(s).]

H2425_001_120213_N03 Internal Approved 12/04/2013
HOW YOU CAN HELP

• Help drive desired member behavior
  o Leverage education materials
  o Care coordinator magnet
  o Encourage compliance with incentives, if necessary (HRA refusals)
  o Reinforce your relationship with BCBS
• Currently under development, but will contain:

  o Star Ratings Program information
    ✓ Program Overview
    ✓ Program Resources
    ✓ Toolkit, including best practices
    ✓ Webinars
WRAP UP

• Our goal is to ensure that our members (your clients) achieve their optimal health status

• Your role is critical to positively impacting member health and satisfaction

• Achieving an overall rating of $\geq 4$ Stars will enhance our product benefits and possibly reduce premiums

• What else can we do for you?
QUESTIONS?