

# "The Pursuit of Excellence"

## Medicare Stars Performance

**Karen Sugano**  
**SCAN Health Plan**

General Manager, Northern California

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- Brief SCAN Overview
- Why pursue CMS Stars?
- Importance of Provider Relationships
- Strategies to Optimize 5-Star Performance
- Conquering Common Challenges



# SCAN Overview

- **35+** years serving individuals on Medicare and Medicaid
- **170,000** members in Arizona and California
- **4<sup>th</sup>** largest MAPD in California
- **90%** Member Satisfaction rating *(as printed in the CMS Medicare & You books)*
- **4.5 Star** quality rating from CMS



# The pursuit of CMS Stars

- Quality of Care and Quality Outcomes
- Bonus & Rebate Structure
- Applications of bonus & rebate dollars
  - Pass through to provider revenue
  - Benefit enhancement
  - Offset Affordable Care Act (ACA) revenue cuts



# Example: 2015 Star Value for Provider Groups

Example County:

**Los Angeles**

**Provider Group's Risk  
Score:**

**1.000**

**Provider Group's  
Capitation**

**80%**

**\$14**

**PMPM**

**more than 4  
Star plan**

**\$48**

**PMPM**

**more than 3.5  
Star plan**

**\$99**

**PMPM**

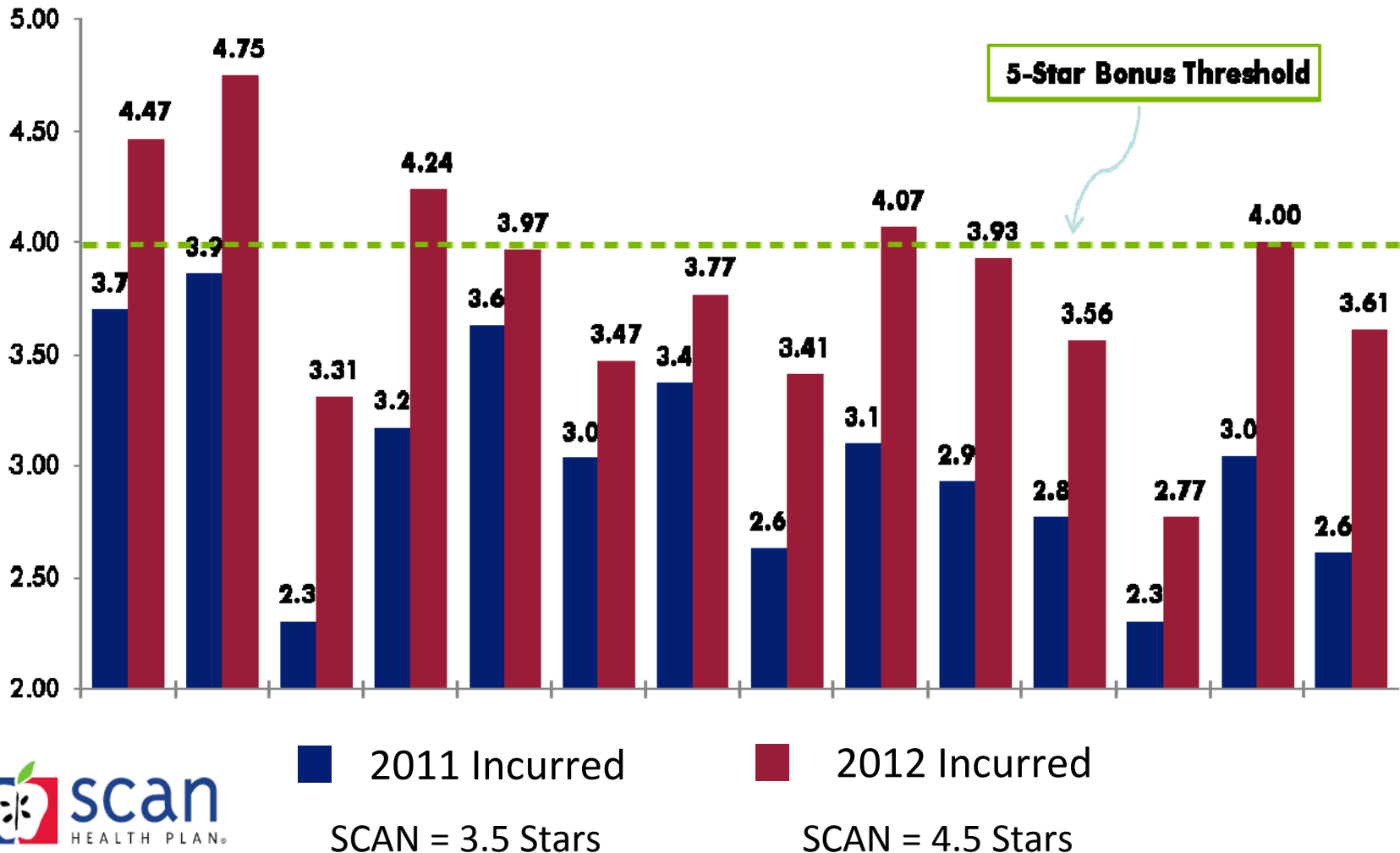
**more than 3  
Star plan**

# Importance of the Provider Relationship

- 81.81% of 48 total measures are impacted by the provider
  - HEDIS = 30.30%
  - CAHPS = 13.94%
  - HOS = 10.91%
  - Part D = 26.66%
- Team effort, no individual winners
  - Star rating by health plan, not provider
  - Reducing variation is key
  - Year-over-year improvement is key

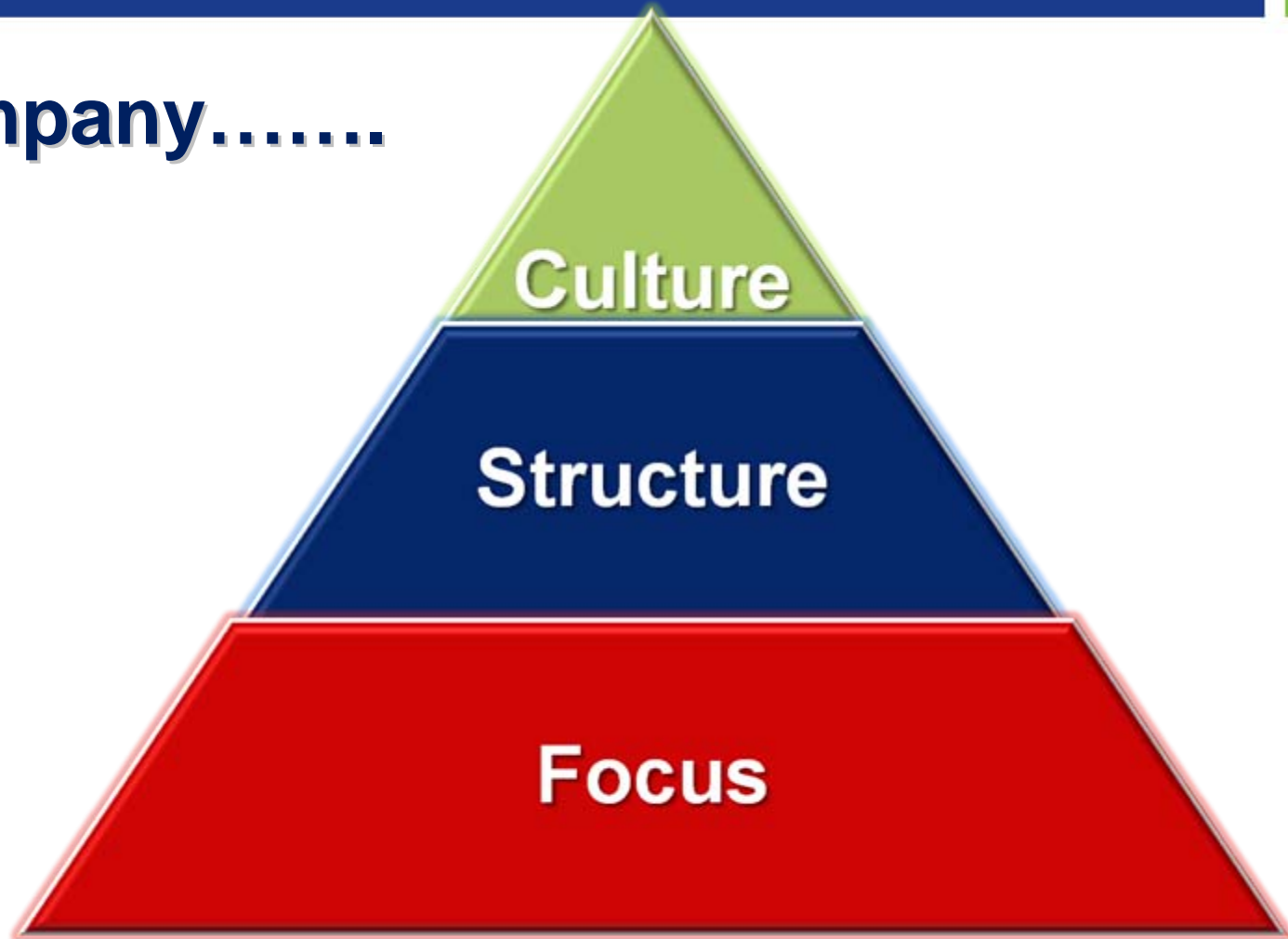


# 5-Star Ratings for Selected Provider Groups



# Strategies to Optimize 5-Star Performance

**Company.....**





# Strategies: Company Culture

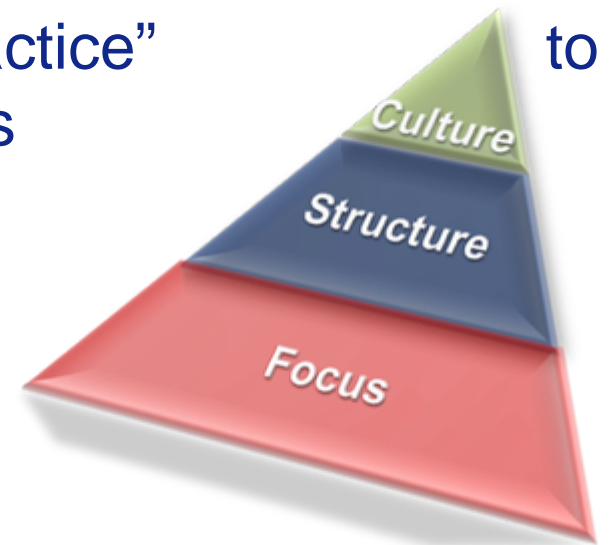
- **Mission Driven:**

*Keeping Seniors Healthy and Independent*

- **Quality Care** = guiding principle

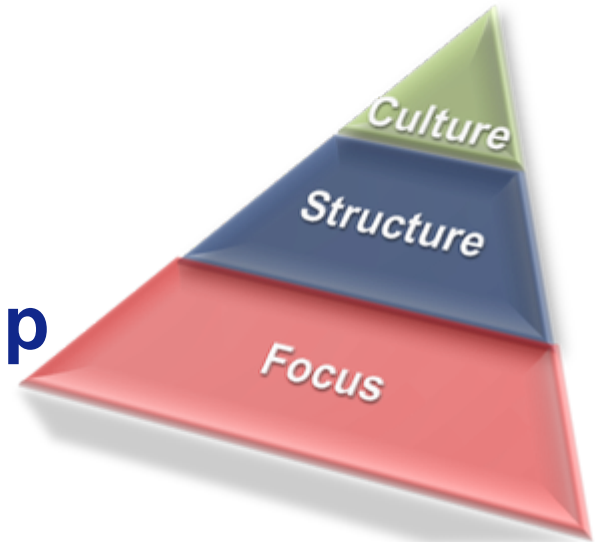
- Outcomes vs. Performance

- Focus on HEDIS as a “Better Practice”  
prepare for CMS program changes



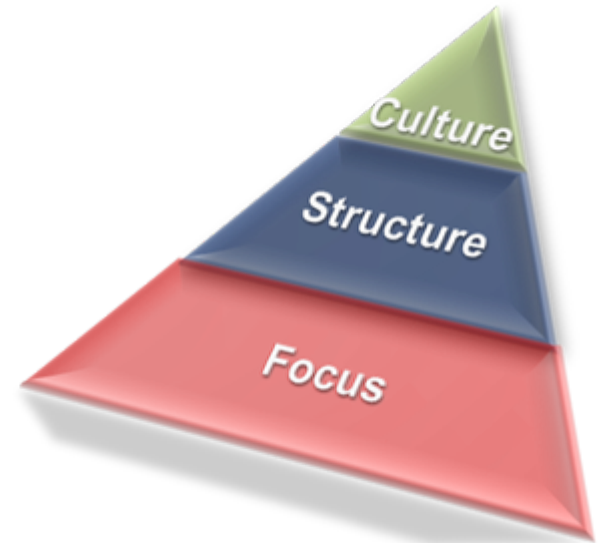
# Strategies: Company Structure

- **Market Structure**
  - Geographic customization
- **IPO**
  - Influencer
  - Physician Champion
  - Organizer
- **Cross-Functional Work Group**



# Strategies: Company Focus

- **Know your data!**
  - Target outreach or you may miss the mark
  - Prioritize value for effort
  - Measure the impact
- **Share the data!**
  - Performance dashboard
  - Actionable reports



# Targeted Outreach

PROVIDER		(Date of Service as of 12/31/13, Report Date: 01/14/14)								
Measure Code	Measure Description	2012 Star Rating	Performance Report (Jan 2013 - Dec 2013)					Outlook		
			Eligible:	Compliant:	Rate	# of Additional Compliant for 4 Stars:	# of Additional Compliant for 5 Stars:	Current Star Rating	Measure Weight	
<b>Prevention and Screening</b>										
C01	Breast Cancer Screening	3	66 Mbrs	43 Mbrs	65%	6 Mbrs	12 Mbrs	3	1	
C02	Colorectal Cancer Screening	3	262 Mbrs	150 Mbrs	57%	2 Mbrs	26 Mbrs	3	1	
C05	Glaucoma Screening in Older Adults	5	502 Mbrs	393 Mbrs	78%	---	---	5	1	
<b>Diabetes</b>										
C04	Diabetes Care – Cholesterol Screening	5	92 Mbrs	79 Mbrs	86%	---	4 Mbrs	4	0.5	
C15	Diabetes Care – Eye Exam	4	92 Mbrs	67 Mbrs	73%	---	8 Mbrs	4.5	1	
C16	Diabetes Care – Kidney Disease Monitoring	5	92 Mbrs	86 Mbrs	93%	---	---	5	0.5	
C17	Diabetes Care – Blood Sugar Controlled	3	92 Mbrs	71 Mbrs	77%	3 Mbrs	10 Mbrs	3	2	
C18	Diabetes Care – Cholesterol Controlled	5	92 Mbrs	56 Mbrs	61%	---	---	5	2	
<b>Other Chronic Conditions</b>										
C03	Cholesterol Management for Patients with Cardiovascular Conditions	5	19 Mbrs	16 Mbrs	84%	1 Mbrs	1 Mbrs	3	1	
C14	Osteoporosis Management in Women who had a Fracture	1	9 Mbrs	1 Mbrs	11%	5 Mbrs	6 Mbrs	1	1	
C20	Disease-Modifying Anti-Rheumatic Drug Therapy for Rheumatoid Arthritis	2	5 Mbrs	3 Mbrs	60%	1 Mbrs	2 Mbrs	2	0.5	
<b>Medication Safety and Adherence</b>										
D14	High-Risk Medication	5	755 Mbrs	683 Mbrs	9.8%	---	---	5	1	
D15	Diabetes Treatment	5	138 Mbrs	124 Mbrs	89.8%	---	---	5	1	
D16	Medication Adherence for Oral Diabetes Medications	3	108 Mbrs	86 Mbrs	80.0%	---	---	5	2	
D17	Medication Adherence for Hypertension (RAS antagonists)	4.5	355 Mbrs	276 Mbrs	77.7%	---	85 MM	4	2	
D18	Medication Adherence for Cholesterol (Statins)	4.5	377 Mbrs	303 Mbrs	80.2%	---	---	5	2	
<b>Survey Based Measures</b>										
C25	Getting Appointments and Care Quickly	1	N/A	N/A	N/A	N/A	N/A	N/A	1.5	
C29	Care Coordination	4.5	N/A	N/A	N/A	N/A	N/A	N/A	1.5	
CS3	Falls/UI/Physical Activity	3	N/A	N/A	N/A	N/A	N/A	N/A	1.5	
<b>Provider Overall Star Rating</b>		<b>3.9</b>						<b>4.3</b>		

# Prioritizing Value for Effort

## Medication Adherence measures...

- Target members with all 3 disease states
- Target members who cannot miss at least 30 to 60 days of fill
  - Adherent (*“Hopefuls”*)
  - Non-Adherent (*“Hopefuls”*)



# Conquering Common Challenges: Patient Engagement



## Your Health Check Record



Primary Care Doctor: Arthur Dent

General Recommendations		2011 Information	2012 Information	2013
<b>Diabetes Care (ONLY for people with diabetes)</b>				
Measure blood sugar (HbA1c)	At least yearly	07/14/11	05/29/12	DUE received ___/___
Measure cholesterol (LDL-C)	At least yearly	07/01/11	08/20/12	DUE received ___/___
Exam by your Eye Doctor	At least yearly	01/26/11	07/19/12	Complete
Test to measure kidney function	At least yearly	12/06/11	12/14/12	Complete
See doctor or nurse	At least yearly			DUE received ___/___
Treat high blood pressure	Fill prescription and take as directed			Talk to Doctor
Medications	Fill prescription and take as directed			Talk to Doctor
<b>General Recommendations</b>				
Physical Exam or Annual Wellness Visit	Every year			DUE received ___/___
Blood Pressure Check	Every doctor visit, at least yearly			DUE received ___/___
Body Mass Index (BMI)	Every doctor visit, at least yearly, BMI measures your height and weight	03/15/11		DUE received ___/___
Bone Density Check	Women, routinely as recommended by your doctor OR within 6 months of breaking a bone	05/03/11		Not Applicable
Cancer Screening	Mammogram every 2 years or as recommended by your doctor			Not Applicable
Colonoscopy Test	Every year	07/01/11	08/20/12	DUE received ___/___
Stool Cancer Screening	Stool test every year OR Sigmoidoscopy every 5 years OR Colonoscopy every 10 years	07/14/11		Complete
Flu Screening	Every two years	01/26/11	01/01/12	Not Due
Tetanus (and diphtheria and pertussis) vaccine	Every year in the fall or winter	10/07/11	10/04/12	DUE received ___/___
Hearing Test	If having trouble hearing and at least every 2 years			DUE received ___/___
Pneumonia (pneumococcal) vaccine	Once after age 65			DUE received ___/___

May 8, 2013



DOUG SMITH  
123 SPRING AVE APT 420  
LOS ANGELES CA 90014

Dear Doug Smith,

One of the best ways to stay healthy is to stay on top of your health care. To do that, you need to know which tests and screenings are recommended for someone your age. And you need to know when you last had those tests and screenings.

Some of our members already keep great health records of their own. But many members have told us that they would like SCAN to send them information and reminders about their health. So that's what you are holding in your hand.

On the inside, you'll see Your Health Check Record, along with the tests and screenings you may need in 2013. Based on the information in the chart, we recommend you take care of these 3 things this year:

1. Have your blood sugar (HbA1c) test done in the next 3 - 6 months.
2. Have your yearly cholesterol blood test done in the next 3 - 6 months
3. Have your Body Mass Index (BMI) Assessment done at your next doctor's visit.

Please take this Health Check Record to your doctor and review it with him or her. Your doctor may have more recent information that you can add to the chart. Also, because your doctor knows you better, he or she may decide to change one or more of the recommendations we've made. Be sure to ask.

Finally: You do not need to return this to SCAN and you do not need to update us. You and your doctor are the experts on your health care needs. We hope this information is helpful for you both.

In good health,

*Timothy C. Schwab, MD*  
Timothy C. Schwab, MD, FACP  
Chief Medical Director

# Health Check Record

## What do you need to discuss with your doctor?



Remember to talk to your doctor about such things as:

- The medications you are taking
- Bladder issues
- How to prevent falls
- Getting more physical activity
- Feeling down or anxious

### What do you need to discuss with your doctor?

Which of these health topics apply to you? Check them off so you remember to talk to your doctor about them. And before you leave your doctor's office, find out how often you need to be seen, and then schedule your next appointment.

- Medication review. Your doctor needs to know all the prescription and non-prescription medications you take—bring them all with you to your next appointment. He or she also needs to know if you are not taking any of your medications as directed.
- Urinary incontinence. Tell your doctor if you have accidentally leaked urine in the past six months.
- Chronic conditions. Are you keeping your chronic conditions, such as diabetes or heart disease, under control? That means taking any medications, following dietary recommendations, and staying up to date on blood tests or other checks needed for your condition.
- Fall prevention. Tell your doctor if you are unsteady on your feet, have dizzy spells or have had a fall.
- Pain screening. If pain is interfering in your daily life or if you have any new pain, ask your doctor to do a pain screening assessment.
- Mental health. Feeling down, anxious or just not like yourself?
- Physical activity. Find out if you are getting enough activity each day.
- Weight. Do you need help losing weight? Or have you lost weight without trying?
- Tobacco and alcohol use. If you smoke or drink, be sure your doctor knows how much of each you do.
- Advanced directives. Talk to your doctor about your options for end-of-life care.

A complete list of recommended preventive services is available on the SCAN website: [www.scanhealthplan.com/preventionguide](http://www.scanhealthplan.com/preventionguide). SCAN follows the recommendations of the U.S. Preventive Services Task Force (USPSTF).

**SCAN Member Services**  
1-800-559-3500  
1-800-559-3500  
7am-8pm  
TTY: 711

SCAN Health Plan is a Medicare Advantage Organization with a Medicare contract.  
For more information please visit us at [www.scanhealthplan.com](http://www.scanhealthplan.com)  
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# Conquering Common Challenges

- **Provider Engagement**
  - Provider Incentive Program
    - Rewards for Achievement, Improvement and Excellence
- **Data Exchange**
  - Timing
  - Reconciliation





# Questions?

