

USING A SYSTEMS APPROACH TO IMPROVE STAR RATINGS

Systems thinking is not new in healthcare, having been used to enhance aspects such as medication management and patient safety for decades. Its premise states that solving a problem requires considering and treating the entire problem as a “system” of interconnected elements. When it comes to Star Ratings, using a systems approach to drive comprehensive improvement and optimization of elements within quality measures is exactly what MAPD plans need to succeed.

50% of medications are taken as prescribed.

38% of Star Ratings are impacted by medication use.

96% of high-performing plans scored 4+ stars on medication adherence measures

ANNUAL COST OF MEDICATION NONADHERENCE
125,000 Deaths
700K ER visits
\$100-300B in avoidable costs

WHY SHOULD YOU INTERVENE?

Medication use is a major indicator of MAPD plan quality, and is vital to keeping members healthy.

WHO IS THE TARGET?

The high-risk 88% of seniors with multiple chronic conditions and, therefore, multiple medications. Understanding this polypharmacy group means understanding the cause of their nonadherence.

TOP REASONS FOR MEDICATION NONADHERENCE:

1. Forgetfulness
2. Poor health literacy or misunderstanding of disease state
3. Inadequate drug education (e.g., side effects, medication impact on disease, dosage)

WHAT IMPACTS THE TARGET?

Collaborative, intentional relationships among health plan associates, clinicians, and pharmacists.

WHEN SHOULD YOU REACH OUT?

Now - not late in the year when lagging data indicates member nonadherence. Outreach and interventions must begin before nonadherence does.

WHERE IS THE GREATEST IMPACT?

At provider appointments, pharmacy interactions, and other touchpoints that meet the members where they are - digitally or physically.

CONSEQUENCES OF NONADHERENCE

Adverse drug events / Deteriorating health / Worsening condition / Higher healthcare costs
 Increased use of healthcare resources / Elevated rates of readmission / Treatment failure / Death

APPLYING A SYSTEMS APPROACH TO STAR RATINGS STRATEGIES

HOW TO DO IT

Health plans can increase motivations for adherence.

- Free medication or financial rewards to members
- Shared bonus dollars for provider practices
- Pharmacy incentive programs

Providers can enhance member education/communications.

- Disease education
- Medication instruction
- Provider continuity

Pharmacies can use more effective tools.

- 90-day refills
- Tailored pill packaging
- Live calls to members
- Clinical pharmacy programs

WHAT HAPPENS NEXT

4-6% overall population-level improvement with workflow solutions

11-25% improvement in adherence among individual practices using provider activation programs

7.4 : 1 ROI with pharmacy incentive programs

THE RXANTE MISSION: To improve the way medicines are prescribed, taken, and paid for.

8.5M managed lives • 9 out of 10 MAPD plans improve YOY • 7.8% improvement in population-level adherence with RxEffect®

Sources: AJMC. CDC. CMS 2019 Star Ratings Data. NCBI. NEJM. WHO