

# A<sup>5</sup>STAR

## Medicare STAR Ratings and Distribution Improvement



People matter, results count.

# Maximize your STAR rating with Capgemini's A<sup>5</sup>STAR



Medicare advantage and prescription drug plans have always been under rigorous CMS scrutiny for performance. Plans are under constant pressure to perform optimally in order to maintain enrollment and earn higher CMS reimbursements or bonuses.

Because CMS reimbursement rates will be reduced after 2015, payers are fighting for a bigger share of a smaller prize. Maximizing your enrollment base and payout are critical to stabilizing your revenue. This is achieved by maximizing your STAR rating.

Capgemini's A<sup>5</sup>STAR is a combined data visualization tool and service offering to estimate STAR ratings for competitive analysis using CMS data. A<sup>5</sup> stands for: Assess, Analyze, Aim, Act, and Achieve.

1. **Assess:** High-level view of the competition
2. **Analyze:** Drill-down of high-level findings to pin-point problem areas
3. **Aim:** Set improvement targets
4. **Act:** Implement improvement activities
5. **Achieve:** Reap benefits of improvements through better STAR ratings and enrollment experience

A<sup>5</sup>STAR is a service offering supported by the A<sup>5</sup>STAR visualization tool and other accelerators.

## A Tool to Assess & Analyze

The A<sup>5</sup>STAR tool uses CMS data to compare STAR ratings for competitive analysis. This visualization facilitates comparison of domain and related measures across multiple plans. It gives a break-out of ratings into granular levels using charts and graphs.

## Exhibit 1: Enrollment Analysis



Disclaimer: A<sup>5</sup>STAR uses the STAR ratings and the enrollment data shared by CMS on their site, <http://cms.gov/>. Capgemini is not responsible for this data or the representation shown thereof.

# Inside Right Side

The A<sup>5</sup>STAR tool also provides financial analysis such as reimbursement projections, rebate estimates, double bonus counties, and enrollment change impact. It includes:

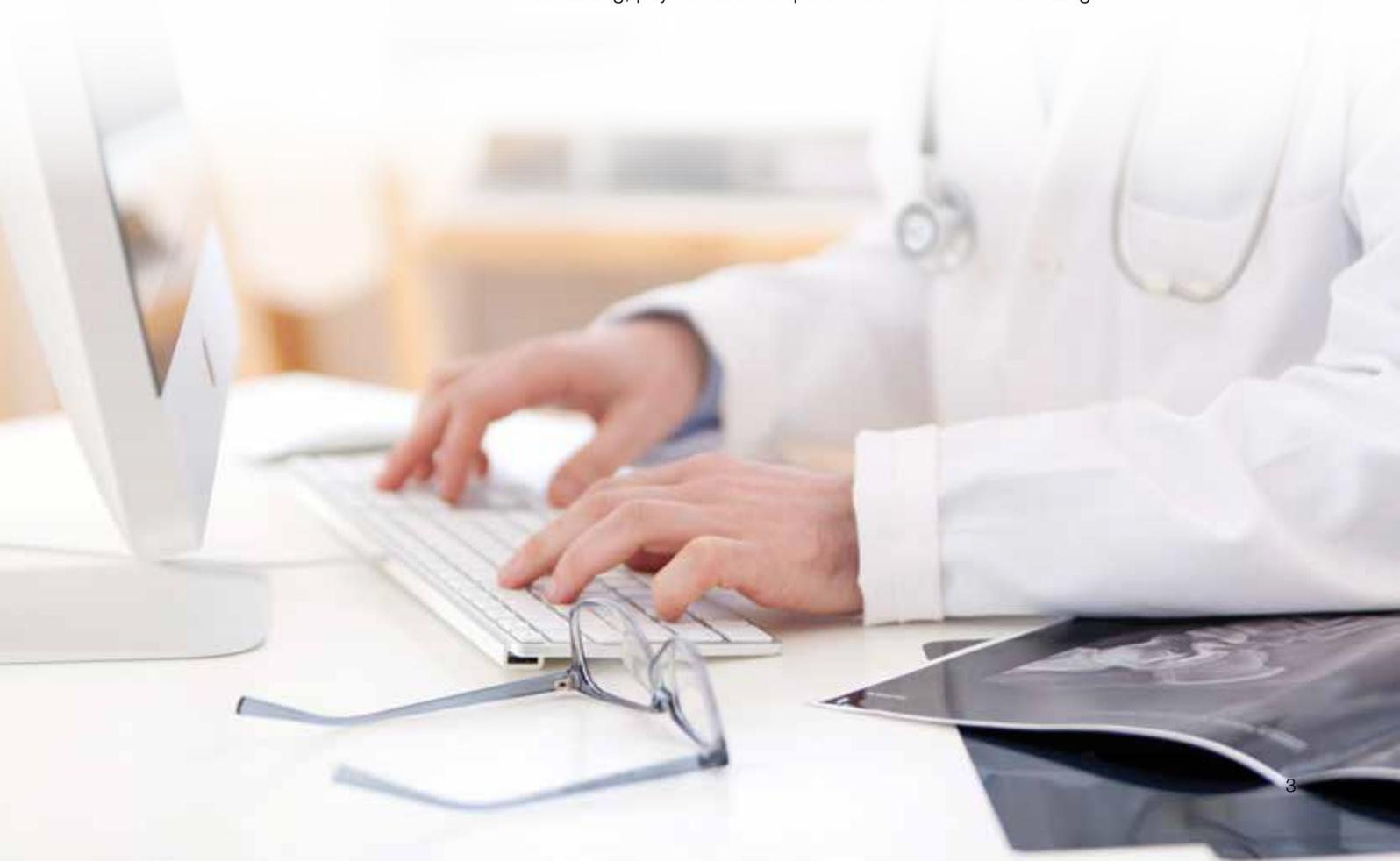
- STAR ratings comparison of contracts by region, state, county, and lines of businesses
- Drill-down of STAR ratings by domain and measure
- Demographic enrollment data illustration with what-if analysis of payments and rebates
- Plan premiums illustrated across counties for analysis or premium vs. payment numbers

## Accelerators to Help You Aim, Act, & Achieve

The A<sup>5</sup>STAR service extensions go beyond the analysis stage, to design and implement additional solutions to achieve improvement goals:

- Key STAR domains and measures are mapped to the internal processes that impact them
- Internal KPIs are defined for those core processes
- CMS data is integrated with claims, clinical, and operational data to derive improvement areas
- A roadmap is defined to address improvement areas
- A closed loop system (process, technology, governance) is designed and implemented to track progress and performance based on your goals

Combined with other offerings such as IMEDIC, ICLARITY, and business process outsourcing, payers have complete control of their STAR rating.



## Why Capgemini

Capgemini has tremendous experience in delivering end-to-end healthcare solutions, servicing large healthcare payers selling private Medicare plans—Medicare Advantage and Prescription Drug plans.

A<sup>5</sup>STAR provides Medicare payers with complete visibility into their STAR rating for continuous improvement. Direct relationships between processes and their STAR impact provide real and actionable intelligence. Benefits include:

- Reduce HEDIS reporting effort by 20% of 300 to 500 person days annually
- Improve STAR rating by up to 50%
- Increase reimbursement revenue
- Focus marketing efforts
- Gain higher member satisfaction

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visit us at [www.capgemini.com/healthpayer](http://www.capgemini.com/healthpayer).



## About Capgemini

With 180,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2014 global revenues of EUR 10.573 billion.

Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness.

A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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