Stars Decision Engine
AI/ML driven solution for CMS Star improvement

Sustain and improve CMS Star ratings with CitiusTech Stars Decision Engine, an AI/ML driven platform offering for Medicare Advantage Plans to navigate their annual Star improvement program

- Predict CMS cut-points
- Project end-of-year Star score
- Identify key measures, members, and providers

CMS Star Ratings: Key Challenges

The CMS Star ratings for Medicare Advantage plans significantly impact a health plan's financial goals. However, annual changes to the measures, weights, and cut-points make it difficult for health plans to strategize Star improvement programs. Some of the key challenges include:

1   **CMS cut-points remain unknown for almost the entire performance year**

2   **Lack of precision in projecting end-of-year contract performance across measures**

3   **Inability to accurately identify focus measures and "high-value" members & providers**

4   **No structured mechanism to incorporate factors such as available resources, to maximize ROI from improvement initiatives**
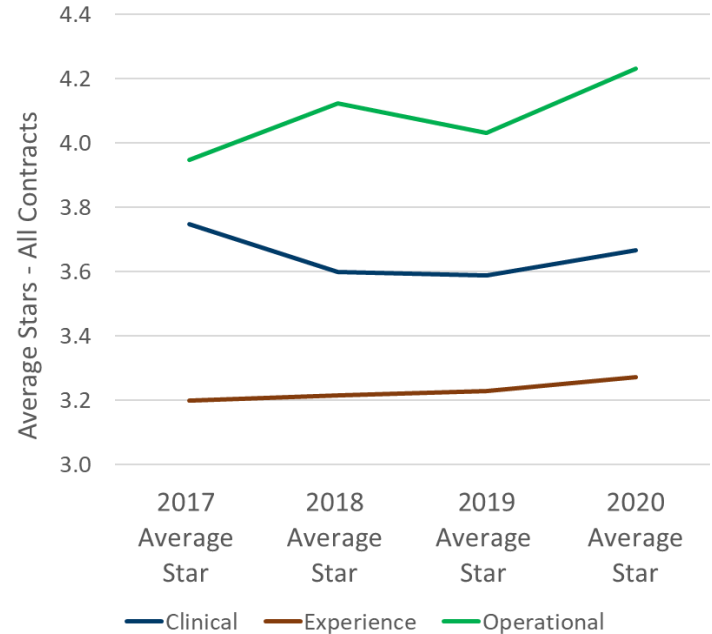
Health Plans need to invest in processes, tools & technologies that can help automate insight generation for Star score improvement

CMS Star Ratings: Program Evolution

Adding to the challenges, CMS has recently announced changes that will significantly shift the balance of weightage in favor of Member Experience measures by 2023 - a domain that most health plans have underperformed over the past few years.

Health plans must now maximize ROI from improvement initiatives, especially in domains that reasonably remain within a Payer's control, e.g. the Staying Healthy domain.

The right mix of automation and analytics can provide insights on how to suitably allocate time and resources to have a meaningful impact on Star scores.
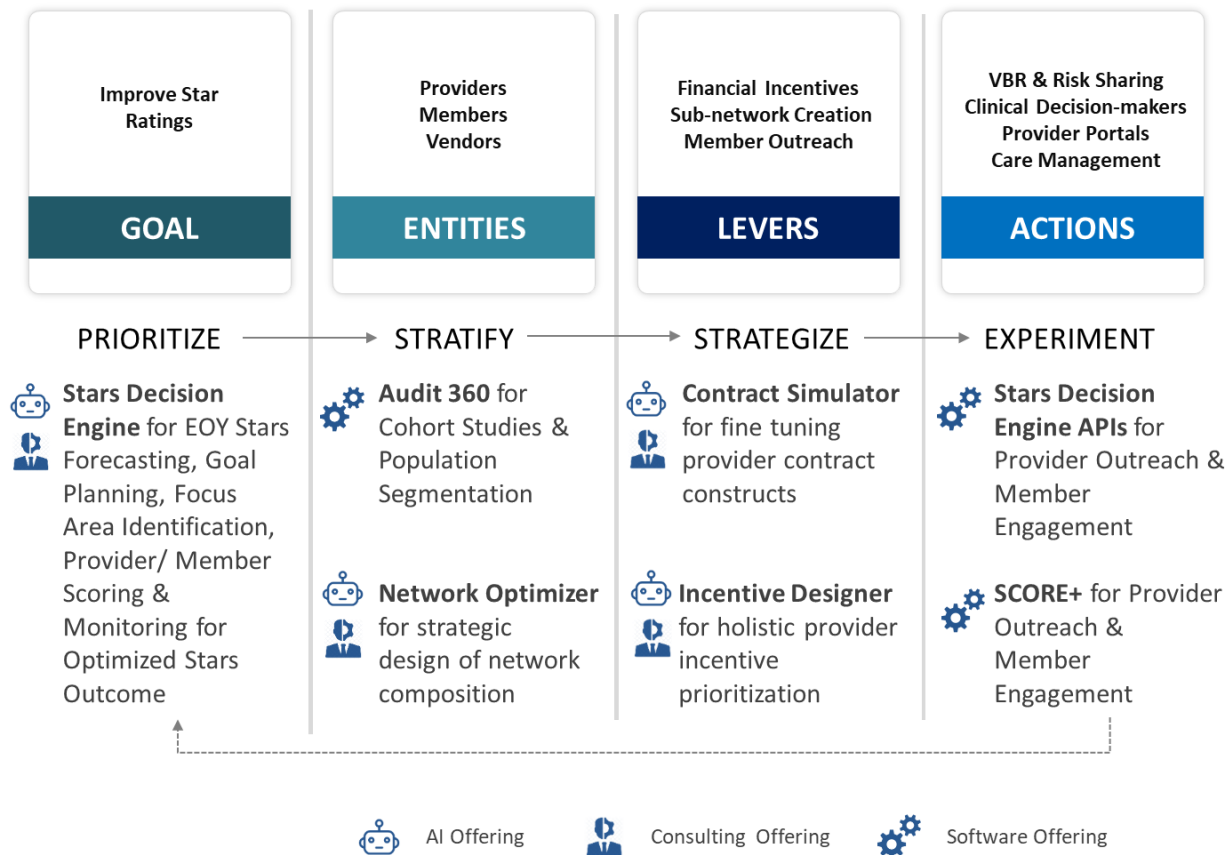

Experience-related measures have not significantly improved, on top of a low score base

CitiusTech Approach: Embedded Intelligence Framework for Star Improvement

For health plans to truly succeed in Star rating improvement initiatives, an iterative yet comprehensive framework is required, which covers goals identification, entity selection, approach lever identification, and last-mile engagement activities.

CitiusTech's Embedded Intelligence Framework offers an optimized set of components & accelerators to simplify the journey towards Star rating improvement.
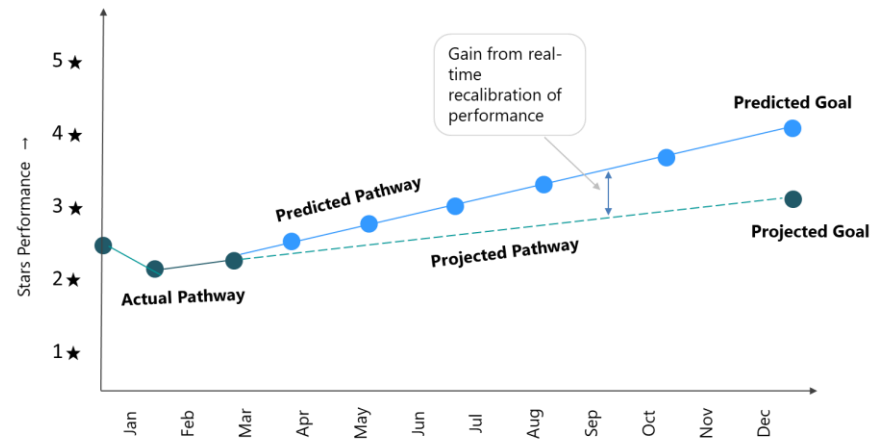
Improve Star Ratings	Providers Members Vendors	Financial Incentives Sub-network Creation Member Outreach	VBR & Risk Sharing Clinical Decision-makers Provider Portals Care Management
GOAL	**ENTITIES**	**LEVERS**	**ACTIONS**

PRIORITIZE → STRATIFY → STRATEGIZE → EXPERIMENT

Stars Decision Engine for EOY Stars Forecasting, Goal Planning, Focus Area Identification, Provider/ Member Scoring & Monitoring for Optimized Stars Outcome

Audit 360 for Cohort Studies & Population Segmentation

Network Optimizer for strategic design of network composition

Contract Simulator for fine tuning provider contract constructs

Incentive Designer for holistic provider incentive prioritization

Stars Decision Engine APIs for Provider Outreach & Member Engagement

SCORE+ for Provider Outreach & Member Engagement

AI Offering   Consulting Offering   Software Offering

Stars Decision Engine: Solution Overview

CitiusTech's Stars Decision Engine is a unique AI/ML driven solution for Medicare Advantage Plans to enhance their CMS Star improvement programs.
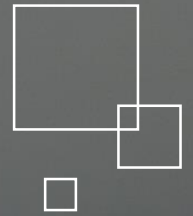
Stars Decision Engine provides a unified view to track performance across all contracts, along with performance trends & benchmarks, to provide actionable insights & enable decision support.

- **End-of-Year Performance Projection** to help identify target measures and align goals

- **Recommended Goals for Star Score** taking into account business intuition for optimal resource & budget planning

- **Recommended Goals for Measures** based on 'what-if' analysis of influencing factors and suggestions on optimal path to reach the Stars goal

- **Prioritized Provider & Member List** attuned to the Stars goal which have high potential for performance improvement

Predicted pathway provides target measures, providers & members for recommended goal stars, and recalibration of goal performance as per budget and resources

CitiusTech's Stars Decision Engine combines healthcare expertise, data science proficiency, and embedded intelligence framework to deliver quantifiable improvements across the clinical value chain, for holistic star rating improvement.

About CitiusTech

CitiusTech enables healthcare organizations to drive clinical value chain excellence, across integration & interoperability, data management (EDW, Big Data), performance management (BI / analytics), data science (predictive analytics, Machine Learning, AI) and digital engagement (mobile, IoT).

CitiusTech Data Science Proficiency

The Data Science & Consulting Proficiency is a multidisciplinary team of data scientists, AI professionals, business analysts, statisticians, data architects, business process consultants, and clinical informatics professionals.

The 200+ member team has strong expertise in enabling clients to transform their customer experience, health outcomes and business operations through Data Science and AI.

CitiusTech's Embedded Intelligence Framework is an outcome-focused approach to drive operational excellence. It makes current processes smarter through continuous, incremental innovations and ensures minimal disruption to the organization's core business processes.

$205+ Mn
in revenue

4,000+
healthcare IT professionals

40 Mn+
lives touched

69
NPS - highest in the industry!

110+
healthcare customers

CitiusTech

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