

INSYS GROUP CASE STUDY: **Healthcare Data Mart**



INSYS Specialized Skillsets

CMS Star Ratings

Data Warehousing and
Business Intelligence

Data Analytics

Regulatory Compliance

Introduction

One of the Centers for Medicare & Medicaid Services (CMS) most important Medicare goals is to make the quality of Medicare Advantage plans for their beneficiaries transparent. In this effort, advantage plans are rated each year on a scale ranging from 1 to 5 stars. One star represents poor performance, while a five-star rating is considered excellent. Plan ratings are published each year in the fall, before the open enrollment period begins and beneficiaries may enroll in or switch plans. The Star ratings measure five broad categories: outcomes, intermediate outcomes, patient experience, access and process. The CMS Star Ratings determine reimbursement rates and can ultimately determine the profitability of a Medicare Advantage program.

There is broad acceptance of the importance of the Stars initiative, but many healthcare organizations have struggled to improve their scores. The reasons have a lot to do with the complexity of the ratings and the evolving measurements involved. The 2015 Star ratings published on the Medicare Plan Finder (MPF) in October, 2014 revealed that only 40 percent of healthcare providers that were active in 2015 earned four stars or higher for their 2014 overall rating.

Business Challenges

Our client was not realizing over \$500 million dollars in reimbursements based on its current CMS Stars ratings. It is a global healthcare company with a large U.S.-based Medicare Advantage plan. Optimally improving Star scores requires deploying an effective member-centric population health strategy spanning numerous domains, as well as targeting multiple outcomes. For these strategies to succeed, it is essential for a member to be proactively evaluated based on their behavioral and engagement risk, and for member outreach efforts to be targeted to areas that are at greatest risk for negative outcomes. In addition, member outreach must be personalized to address the member's specific barriers to engagement using an appropriate mix of outreach channels that have the highest likelihood of changing behavior.

Solution

Improving the organization's Star scores required a focus on applying advanced data analytics and a data driven intervention platform to empower and achieve large-scale assessment and meaningful improvement, in clinical and quality outcomes, care management and financial performance. To help achieve this goal, INSYS Group was engaged to develop a complex data mart with the ability to report on key ratings data on a real-time basis, as well as leverage the organization's current data warehouses to access and move data into the new solution.

Benefits

Benefits realized from implementing the data mart include multi-million dollar revenue increases from incentive based payments, as well as real time assessment of key data areas affecting Star ratings. The company also saw a better alignment of 'risk areas' with member outreach campaigns and reduced the cost of care with higher quality outcomes. By improving the alignment of provider partners with data insights, it was able to establish and build trust in its approach and care plans.

Why INSYS Group

When it comes to harnessing data to improve healthcare performance in every way, no business and technology consulting firm has a stronger record than INSYS Group. INSYS Group's Healthcare practice is comprised of professionals who combine years of experience in both healthcare and data analytics. We understand how the industry works and see data as the key to succeeding in a brutally competitive business.

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