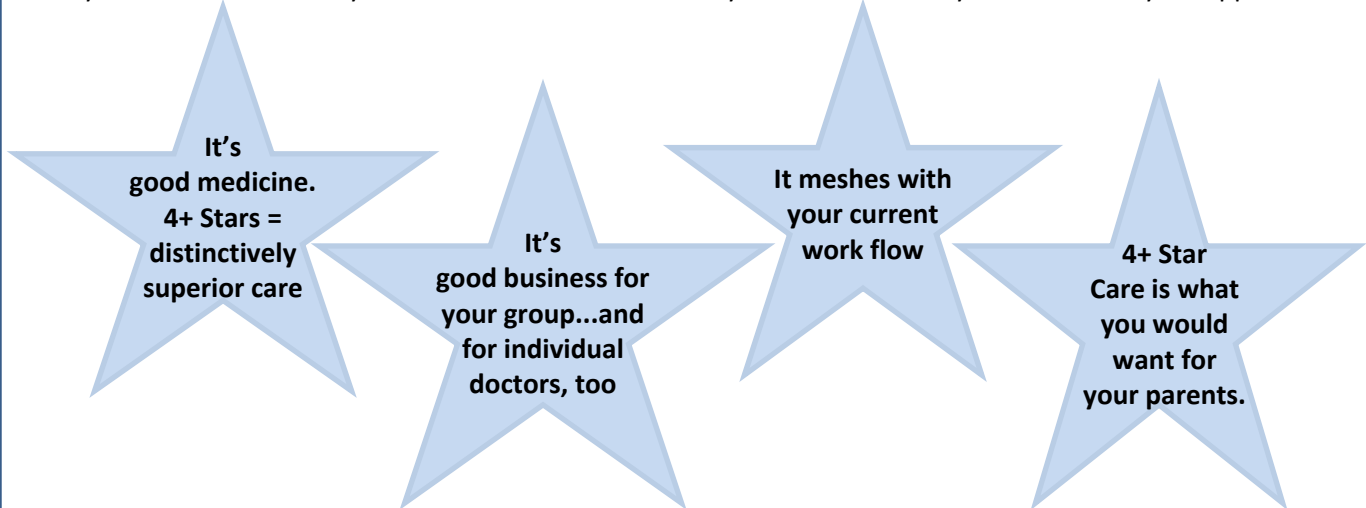


Presenting CMS Stars to Practicing PCP's:

- Why should I care? • Why should I do more than I already am? • What will you do to show your appreciation?



1. CMS star criteria are all good medicine. On the technical side: universally accepted as effective preventive and screening efforts. The patient engagement measures are what we all strive to do, too. We need to do better as a group.
2. Your practice has already evolved from a “cottage industry” to a wired, responsive, information-rich advanced approach. You are already using staff members in more resourceful ways. This is just another step in a process you have already started.
3. Good patient recall = better chance of compliance with good medical advice. Reinforcement and consistency are important for seniors...and we'll help.
4. Patient satisfaction may seem “soft,” but it has a great deal to do with your own practice and the group's success. It's not accidental, and we need your help.
5. So...show me the money... The financial rewards will not be achieved unless the group as a whole performs well. We will recognize and reward the leaders.
6. Financial rewards for Stars could be equal or greater than P4P...if we ace the measures...so it's not trivial dollars.
7. Medicare Advantage (MA) contracts are generally the ones which keep groups afloat...and that is threatened if our Star scores do not surge upwards. Fact of Life: Both the individual doctor and the group would be hard pressed to replace the revenue that comes directly from MA.

Medicare Advantage Stars Measures

P4P HEDIS measures

- Breast Cancer Screening
- Colorectal Screening
- CV Cholesterol Screening
- Monitoring of Patients Taking Long- term Medications
- Diabetes - Cholesterol Screening
- Diabetes - Kidney Monitoring
- Diabetes - Blood Sugar Control
- Diabetes - Cholesterol control

Non-P4P HEDIS measures

- Glaucoma Testing
- Access to Primary Care Doctor Visits
- Osteoporosis Management
- Diabetes Eye Care
- Controlling Blood Pressure
- Rheumatoid Arthritis Management
- Testing to Confirm Chronic Obstructive Pulmonary Disorder

Health Outcomes Survey®*

- Improving Bladder Control
- Reducing the Risk of Falling
- Osteoporosis Testing
- Monitoring Physical Activity
- Improving or Maintaining Physical Health
- Improving or Maintaining Mental Health

Consumer Assessment of Healthcare Providers & Systems®**

- Annual Flu Vaccine
- Pneumonia Vaccine
- Ease of Getting Needed Care and Seeing Specialists
- Doctors Who Communicate Well

*The Health Outcomes Survey® (HOS) is administered by CMS annually to obtain data for the first four measures in the table. The results are based on patient recall for each topic. Ratings for the last two measures are derived from responses to questions administered bi-annually to the same cohort of members. Functional status results from the baseline survey are compared to responses on the follow-up survey to assess decline in functional status. Functional status questions are based on patient perception of physical and mental health status.

**The Consumer Assessment of Healthcare Providers & Systems® (CAHPS) is administered annually by certified survey vendors hired by health plans. The first two questions in the table rely on patient recall of flu and pneumonia vaccines rather than administrative (claim/encounter) or medical record review data.