

Overview of HEDIS and Star Ratings Measures Support

Following are examples of NCQA HEDIS measures and CMS Stars measures that Carenet Health can help your plan address through targeted and proven engagement strategies. This is not meant to be a complete list of measures or engagement strategies. Please see [ncqa.org](https://www.ncqa.org) and [medicare.gov](https://www.medicare.gov) for complete measures lists and definitions, and speak to a Carenet representative to discuss specific program needs.

Sample of Carenet HEDIS and Star Ratings Outreach Activation Rates

Osteoporosis Management for Women	91%
Blood Pressure Screening	89%
CDC7-Kidney Disease Monitoring (Medical Attention for Nephropathy)	82%
Annual Wellness/PCP Visit	80%
Breast Cancer Screening	65%
Colorectal Cancer Screening	67%

Plan pain point	HEDIS	Stars	Strategies to consider
Pneumococcal Vaccination for Older Adults	●	★	OUTREACH Carenet Health can initiate a live-only or multi-channel outbound campaign to identify a provider for the member and schedule a vaccination appointment, with additional follow-up to ensure appointment was completed.
Medication Reconciliation Post-Discharge	●	★	OUTREACH: Post-Discharge Support The flexibility in our processes and technology allows Carenet to offer a post-discharge program with multiple protocols to reduce readmissions. This strategy consists of one outbound call conducted by an expertly trained engagement specialist within 72 hours of hospital discharge plus an IVR call campaign. Mobile/text messaging can also be used. Elements of the program include: <ul style="list-style-type: none"> • Review and understanding of discharge instructions • Medication list review • Confirm follow-up appointments have been made and/or schedule appointments and verify appointment is kept • Provide information or education on plan resources and referrals

Plan pain point	HEDIS	Stars	Strategies to consider
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Medication Reconciliation Post-Discharge (continued)



OUTREACH: Medication Adherence

Carenet's Medication Adherence approach is designed to identify, understand and overcome barriers to complying with medication regimens. By utilizing a team of highly trained engagement specialists, we can uncover root causes of non-adherence, work with each person to develop an individualized plan and motivate them to stay compliant over time. Elements of the program include:

- Providing medication and condition-specific education to address specific barriers
- Offering tips and recommendations for remembering to take and fill medication(s) as prescribed
- Providing benefit information and guidance regarding cost-saving opportunities, such as 90-day prescriptions, mail order and generic options
- Coordinating an appointment with the member's physician through a three-way conference call
- Coordinating calls with the member's pharmacy as needed
- Making follow-up calls within three weeks to ensure that the medication adherence issues were addressed with a physician and that a positive outcome was reached

CAHPS Survey

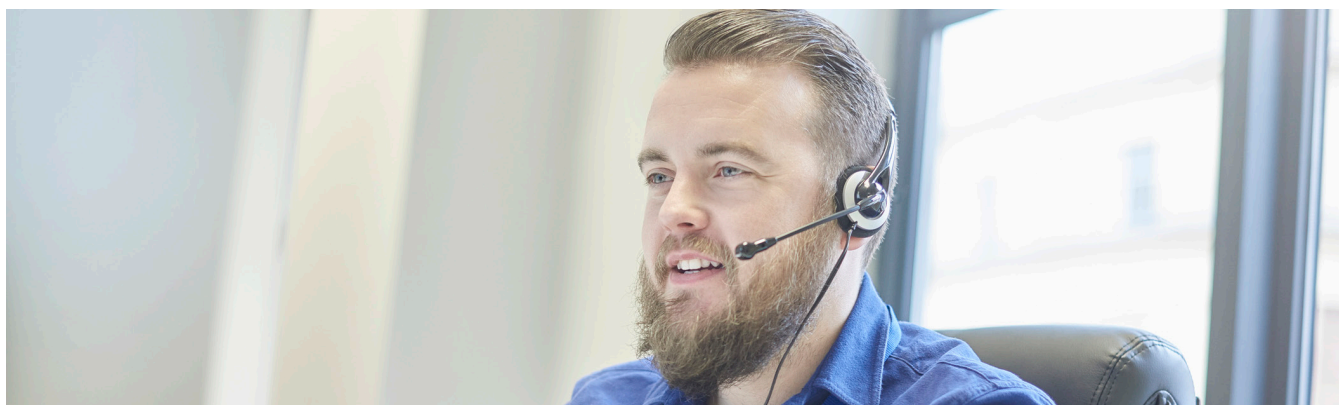


(NOTE: Increasing in weight from 1.5 to 2.0 beginning with 2020 CAHPS Survey, which affects 2021 Stars)

OUTREACH

Your members are more likely to recall one lackluster interaction over the hundreds of positive ones they have with you, which can put a major dent in your CAHPS scores. To help raise satisfaction among members, our engagement specialists will conduct a pre-CAHPS survey. The feedback helps pinpoint areas requiring refinement, so you can make improvements. This conversation also provides an opportunity to:

- Help members with closing HEDIS gaps
- Remind members to get immunizations
- Strengthen member loyalty prior to annual re-enrollment



Plan pain point	HEDIS	Stars	Strategies to consider
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Prevention and Screening Measures



- Breast Cancer Screening
- Colorectal Screening
- Annual Wellness/PCP Visit
- Flu Immunizations

OUTREACH

We suggest an individualized, persistent, multi-touch strategy that includes the following:

- Flexible and focused program design targeting multiple gaps on a single interaction with members
- Identify and coordinate with multiple providers to schedule appointments for members with an additional follow-up call to ensure appointment or screening was completed
- Explain screening procedures while identifying and addressing barriers and misconceptions expressed by members
- Capture status outcomes for each measure addressed by preventive screenings already scheduled or completed
- Multiple outreach strategies such as IVR, one-way and two-way texting, and blending live agent outbound and inbound capabilities to increase overall reach and participation

Diabetes Measures



- HgbA1C
- Eye Exam
- Medical Attention for Nephropathy

OUTREACH

Carenet can initiate a live outbound campaign to identify a provider and schedule an appointment with additional follow-up to ensure the appointment was completed. Other differentiators of our live outreach programs include:

- The Carenet team leverages in-depth sensitivity training and cultural diversity training and is highly skilled in motivational interviewing, engagement techniques and influencing consumer behavior. Our skilled engagement specialists can coax vital information from members that enables us to more effectively identify and address compliance barriers and drive positive behavior change. Taking this critical step to get members fully onboard before assisting them with care coordination decreases the likelihood of noncompliance.
- After achieving member buy-in, the Carenet team can coordinate in-home tests, screenings and follow-ups for those with unique needs or challenges

All Carenet strategies are rooted in our proprietary Intelligent Engagement™ approach, consisting of 22 elements.

Plan pain point	HEDIS	Stars	Strategies to consider
<p>Controlling High Blood Pressure</p> <p>(Note: Measure has a weight of 3.0; temporarily moved to display page for 2020 and 2021 Stars)</p>	●	★	<p>OUTREACH</p> <p>Carenet can initiate a live outbound campaign to identify a provider and schedule an appointment with additional follow-up to ensure the appointment was completed. Other elements of our interactions can include disease and care management support including education, available plan resources and programs, appropriate monitoring and test compliance.</p>
<p>Osteoporosis Management for Women</p>	●	★	<p>OUTREACH</p> <p>Carenet can implement a live outbound campaign to identify a provider and schedule an appointment with additional follow-up to ensure the appointment was completed. Other elements of our interactions can include assisting members with disease and care management support, including education, available plan resources and programs, appropriate monitoring and test compliance.</p>
<p>Medication Adherence</p> <ul style="list-style-type: none"> • Diabetes • Hypertension • Cholesterol <p>(NOTE: Measure has a weight of 3.0 each)</p>	●	★	<p>OUTREACH: Post-Discharge Support</p> <p>The flexibility in our processes and technology allows Carenet to offer a post-discharge program with multiple protocols to reduce readmissions. This strategy consists of one outbound call conducted by an expertly trained engagement specialist within 72 hours of hospital discharge plus an IVR call campaign. Mobile/text messaging can also be used. Elements of the program include:</p> <ul style="list-style-type: none"> • Review understanding of discharge instructions • Review medications • Confirm follow-up appointments have been made and/or schedule appointments and verify each appointment • Provide information or education on plan resources and referrals

Carenet also offers the only integrated Virtual Clinic in the industry—combining 24/7 nurse advice with physician e-consults in one seamless experience.

Plan pain point	HEDIS	Stars	Strategies to consider
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<p>Medication Adherence (continued)</p> <ul style="list-style-type: none"> • Diabetes • Hypertension • Cholesterol <p>(NOTE: Measure has a weight of 3.0 each)</p>	●	★	<p>OUTREACH: Medication Adherence</p> <p>Carenet’s Medication Adherence approach is designed to identify, understand and overcome barriers to complying with medication regimens. By utilizing a team of highly trained engagement specialists, we can uncover root causes of non-adherence, work with each person to develop an individualized plan and motivate them to stay compliant over time. Elements of the program include:</p> <ul style="list-style-type: none"> • Providing medication and condition-specific education to address specific barriers • Offering tips and recommendations for remembering to take and fill medication(s) as prescribed • Providing benefit information and guidance regarding cost-saving opportunities, such as 90-day prescriptions, mail order and generic options • Coordinating an appointment with the member’s physician through a three-way conference call • Coordinating calls with the member’s pharmacy as needed • Making follow-up calls within three weeks to ensure that the medication adherence issues were addressed with a physician and that a positive outcome was reached
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Plan pain point	HEDIS	Stars	Strategies to consider
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Plan All-Cause Readmissions

(Note: Measure has a weight of 3.0; temporarily moved to display page for 2021 and 2022 Stars)



OUTREACH: Post-Discharge Support

The flexibility in our processes and technology allows Carenet to offer a Post-Discharge program with multiple protocols to reduce readmissions. This strategy consists of one outbound call conducted by an expertly trained engagement specialist within 72 hours (or another designated time period) of hospital discharge, plus an IVR call campaign. One-way and two-way texting can also be used. Other elements of the program include:

- Review understanding of discharge instructions
- Review medications
- Confirm follow-up appointments have been made and/or schedule appointments and verify each appointment
- Provide information or education on plan resources and referrals

VIRTUAL CARE

Carenet's Virtual Clinic offering can be used to facilitate important improvement with this measure. Our solution provides virtual access to physicians and behavioral health specialists via telephone or video as an extension of our Nurse Advice Line services. Clinicians consult with members and, if warranted, can e-prescribe medication to the member's preferred pharmacy provider. A copy of the physician's or therapist's encounter record can be sent to the member's primary care provider upon request.

OUTREACH: Education

Carenet can initiate a live outbound campaign to identify a provider and schedule an appointment with additional follow-up to ensure the appointment was completed. Other elements of our interactions can include:

- Carenet will proactively educate the members on how to best utilize their coverage, such as when to call their doctor's office, visit a retail clinic or contact a telemedicine provider versus following their first instinct to head to the ER. We will also inform them of alternative resources, such as the 24x7 Virtual Clinic or their plan's disease/chronic care management programs.

Plan pain point	HEDIS	Stars	Strategies to consider
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Rheumatoid Arthritis Management, including Medication Management



OUTREACH

Carenet can initiate a live outbound campaign, combined with other channel outreaches, to ensure the member has a provider and further assist in scheduling an appointment, with additional follow-up to ensure the appointment was completed. Other elements of our interactions can include education, available plan resources and programs, appropriate monitoring and treatment compliance. In addition, by utilizing a team of highly trained engagement specialists, we can uncover root causes of treatment non-adherence, work with each person to develop an individualized plan and motivate them to stay compliant over time. Elements of the program include:

- Providing medication and condition-specific education to address specific barriers
- Offering tips and recommendations for remembering to take and fill medication(s) as prescribed
- Providing benefit information and guidance regarding cost-saving opportunities, such as 90-day prescriptions, mail order and generic options
- Coordinating an appointment with the member's physician through a three-way conference call
- Coordinating calls with the member's pharmacy as needed
- Making follow-up calls within three weeks to ensure that the medication adherence issues were addressed with a physician and that a positive outcome was reached



Plan pain point	HEDIS	Stars	Strategies to consider
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Statin Therapy for Patients with Cardiovascular Disease, Diabetes



OUTREACH: Medication Adherence

Carenet's Medication Adherence approach is designed to identify, understand and overcome barriers to complying with medication regimens. By utilizing a team of highly trained engagement specialists, we can uncover root causes of non-adherence, work with each person to develop an individualized plan and motivate them to stay compliant over time. Elements of the program include:

- Providing medication and condition-specific education to address specific barriers
- Offering tips and recommendations for remembering to take and fill medication(s) as prescribed
- Providing benefit information and guidance regarding cost-saving opportunities, such as 90-day prescriptions, mail order and generic options
- Coordinating an appointment with the member's physician through a three-way conference call
- Coordinating calls with the member's pharmacy as needed
- Making follow-up calls within three weeks to ensure that the medication adherence issues were addressed with a physician and that a positive outcome was reached

Follow-up after ER Visits for High-Risk Members with Chronic Conditions within 7 Days of Visit



OUTREACH

Carenet tailors a multi-channel, multi-level engagement program composed of IVR, email, mobile and/or live agent outreach 72 hours (or a time of your choosing) after a member's discharge from the ER. Each message is personalized and highly relevant for the member. Our teams will work to discover barriers or root causes for reliance on the ER for care and address those factors accordingly. Multiple campaigns can then be conducted ensuring that the level of support is tailored to the members' need. Our 30+ years of experience supporting millions of members across diverse populations tells us that a year-round, ongoing, proactive approach produces the best results.

VIRTUAL CARE

Carenet's Virtual Clinic offering can be used to facilitate important improvement with this measure. Our solution provides virtual access to physicians and behavioral health specialists via telephone or video as an extension of our Nurse Advice Line services. Clinicians consult with members and, if warranted can e-prescribe medication to the member's preferred pharmacy provider.

Initiation and Engagement of Alcohol and Other Drug Dependence Treatment



OUTREACH

Carenet can implement a live outbound campaign to identify a provider and schedule an appointment with additional follow-up to ensure the appointment was completed. Other elements of our interactions can include assisting members with disease and care management support, including education, available plan resources and programs, appropriate monitoring and test compliance.

VIRTUAL CARE

Carenet's Virtual Clinic telehealth can be used to facilitate improvement with this measure. Our solution provides virtual access to psychiatrists and behavioral health specialists via video as an extension of our Nurse Advice Line services. The clinician will consult with the member and, if warranted, can e-prescribe medication to the member's preferred pharmacy provider.



Plan pain point	HEDIS	Stars	Strategies to consider
Cardiovascular Medication Management	●		<p>OUTREACH</p> <p>Carenet can initiate a live outbound campaign to identify a provider and schedule an appointment with additional follow-up to ensure the appointment was completed. Other elements of our interactions can include disease and care management support including education, available plan resources and programs, appropriate monitoring and test compliance.</p>
Follow-up After ER Visits for Mental Illness and/or Alcohol/Drug Abuse	●		<p>OUTREACH</p> <p>Carenet can implement a tailored, multi-channel, multi-level engagement program composed of IVR, email, mobile and/or live agent outreach during a certain time period after ER discharge (typically 72 hours). Regardless of channel, highly personalized messages increase relevancy and activation. Our teams assist with scheduling a follow-up appointment and complete a follow-up contact to ensure the appointment is kept. We also work to discover barriers or root causes for reliance on the ER for care and address those factors accordingly.</p> <p>VIRTUAL CARE</p> <p>With telehealth codes now in place for behavioral health measures, Carenet's Virtual Clinic telehealth solution can be used to facilitate improvement with this measure. The service provides virtual access to psychiatrists and behavioral health specialists via video as an extension of our Nurse Advice Line services. The clinician will consult with the member and, if warranted, can e-prescribe medication to the member's preferred pharmacy provider. A copy of the clinician's encounter record can be sent to the member's primary care physician upon request.</p>

Carenet can implement a tailored, multi-channel, multi-level engagement program composed of IVR, email, mobile and/or live agent outreach during a certain time period after ER discharge (typically 72 hours).

Mental Illness Hospitalization – Follow-Up Post- Discharge



OUTREACH: Post-Discharge Support

The flexibility in our processes and technology allows Carenet to offer a Post-Discharge program with multiple protocols to reduce readmissions. This strategy consists of one outbound call conducted by an expertly trained engagement specialist within 72 hours of hospital discharge plus an IVR call or texting campaign. Other elements of the program include:

- Review understanding of discharge instructions
- Review medications
- Confirm follow-up appointments have been made and/or schedule appointments and verify each appointment
- Provide information or education on plan resources and referrals

VIRTUAL CARE

Carenet's Virtual Clinic telehealth can be used to facilitate improvement with this measure. Our solution provides virtual access to psychiatrists and behavioral health specialists via video as an extension of our Nurse Advice Line services. Clinicians will consult with the member and, if warranted, can e-prescribe medication to the member's preferred pharmacy provider.



Plan pain point	HEDIS	Stars	Strategies to consider
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Hospitalization
Following Discharge
from a Skilled
Nursing Facility



OUTREACH

Carenet has the ability to deploy engagement and clinical support teams to help with this measure. Similar to our other post-discharge strategies, our trained specialists can connect with members who have been discharged from a skilled nursing facility within a designated timeframe (within 72 hours, typically).

How can we help your organization?

Email us today at marketing@carenethealthcare.com, call 800.809.7000 or learn more at carenethealthcare.com.

MORE ABOUT US

Carenet Health is a leading provider of healthcare engagement, clinical support, telehealth, and health advocacy and navigation solutions. Our engagement specialists, care coordinators and registered nurses support more than 65 million healthcare consumers on behalf of 250+ of the nation's premier health plans, providers, health systems and Fortune 500 organizations. Our mission is to drive market-leading consumer engagement outcomes through our proprietary Intelligent Engagement model—an approach made up of 22 finely tuned elements that strategically align for exceptional results.