



Essential Insights

Stars-Focused Partnership:

How a Medicare Advantage plan boosted satisfaction and raised its overall rating by ½ Star

Full-Journey Engagement:

A multi-touch strategy spanning welcome calls to virtual care, driving loyalty and trust

Revenue and Retention Impact:

The partnership generated \$20M in revenue and reduced disenrollment dissatisfaction by 10%

Case Study

Focus on Member Experience Drives ½ Star Gain and \$20M in Annual Revenue



The **Big** Picture

- A large, provider-sponsored Medicare Advantage plan was dedicated to delivering an exceptional member experience. But there were concerns about satisfaction scores, gaps in care, limited outreach resources and the increasing impact on the plan's Centers for Medicare & Medicaid Services (CMS) Star ratings.
- With internal teams focused on day-to-day member services, the plan chose to outsource key member engagement initiatives to Carenet Health—a comprehensive clinical and consumer engagement partner.
- The work grew into an engagement and virtual care partnership that touched the member experience from first impression to last. Programs ranged from welcome calls and HEDIS-related scheduling to 90-day check-ins and disenrollment surveys.
- As a part of the plan's overall strategic focus on satisfaction, the outsourcing approach worked in concert with internal initiatives to support the achievement of an overall 1/2 Star rating increase and a 5-Star rating in 8 of 9 CAHPS satisfaction measures. In addition, the annual revenue connected to the Stars increase can be conservatively estimated at \$20 million.

Challenge

Rapid growth was on the table for this nonprofit Medicare Advantage (MA) plan, yet serving their 50,000+ members in four states—well—remained the highest priority.

The plan was also dealing with many of the typical MA challenges that require dedicated member outreach, such as improving CMS Star ratings, closing HEDIS-related gaps in care and surveying to keep close tabs on satisfaction levels.

The plan had limited internal resources to devote to those challenges. There was worry, too: **Could they trust an external partner to meet their (and their members') high expectations of service?**

When plan leaders made the leap to partner with Carenet Health, the work began with closing key gaps in care such as breast cancer and colorectal screenings. Expansion into the full member experience—with both clinical and consumer engagement—soon followed.

As a multichannel, quick-to-scale partner, Carenet was able to step in and help with a coordinated consumer-centric approach across the entire member journey, including both clinical and customer service support areas:

Solution



Comprehensive welcome calls

Includes identifying PCP, conducting HRAs



90-Day Check-ins

Exploring satisfaction, benefits understanding



PCP Management

Helping find and transition to in-network PCPs



HEDIS Gap & Annual Well Visit Calls

Motivational connections, appointment scheduling



Daily IVR Surveys

Automated surveys to capture ongoing satisfaction



Disenrollment Surveys

Talking with those who've left in past 90 days for VOC insight



One-Stop Telehealth

24/7 care with 1 point of access directing to the right level of care

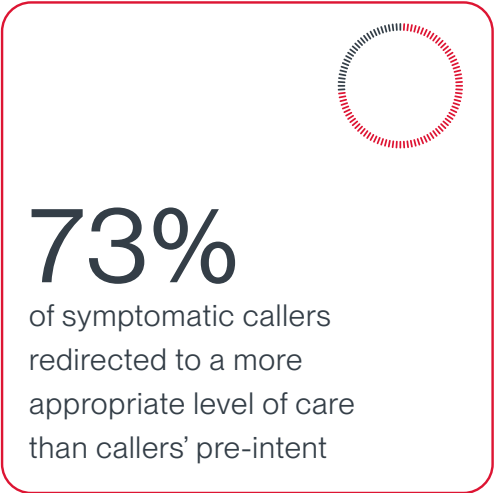
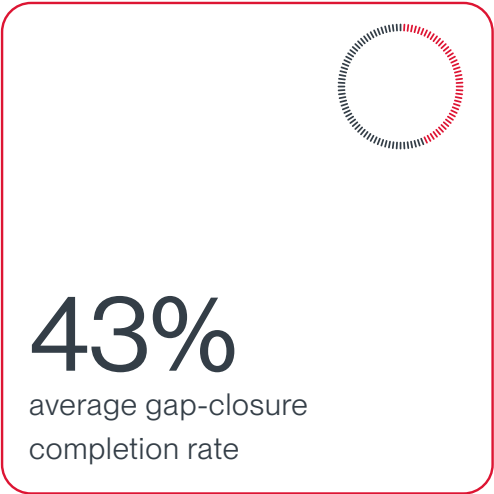
Results

The MA plan leveraged the synergy of a single-source clinical and consumer engagement partner that helped support growth in a number of areas. Carenet was the exclusive outsourcing partner for Stars engagement efforts and collaborated closely with internal teams, which did outstanding work in member services and plan support.

Together, the smart-sourcing approach achieved exciting results.

Survey Insights

- 99% average satisfaction after interaction with a Carenet telehealth nurse
- 96% say they're better prepared to handle their healthcare situation after using the Virtual Clinic
- 95% would recommend the Virtual Clinic to a friend
- 10% decrease in disenrolled member dissatisfaction





The name of the client in this case study has been excluded at the client's request, due to company policy.

About us

For more than 20 years, Carenet Health has partnered with 500+ premier payers, providers, and healthcare technology and services enterprises to measurably improve engagement, efficiency, and meaningful business and health outcomes. Carenet combines AI-powered technology, insight-led orchestration, and experienced clinical operations to deliver high-tech, high-touch solutions. It was recently recognized as a Major Contender in Everest Group's PEAK Matrix® for Patient and Member Engagement Platforms.

How can we help you power the business of healthcare?

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