



Raising the bar on member experience and CAHPS

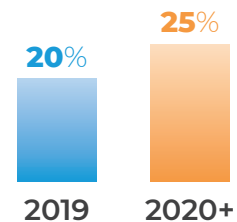
Consumer Assessment of Healthcare Providers and Systems (CAHPS) survey results already comprise a significant part of a health plan’s Star rating. With CMS placing more weight on CAHPS survey results going forward, member satisfaction has become an urgent priority for plans nationwide.

Plans employ a variety of strategies to improve CAHPS survey results. But the survey is anonymous, highly subjective, and largely measures things that are out of a plan’s control. So moving the needle can seem out of reach.

Most plans focus on provider engagement initiatives to address the patient/provider experience, but if you’re only focusing on the measures providers can impact, you’re missing a big opportunity to proactively address the member experience measures that are within your control.

➤ Addressing the top sources of member dissatisfaction with NovuHealth’s Member Satisfaction Solution

NovuHealth’s Member Satisfaction Solution is designed to help health plans proactively address the most common sources of member dissatisfaction—and the Part C measures plans can address directly. The result: an improved member experience, enhanced member satisfaction, and a positive impact on your CAHPS measures.

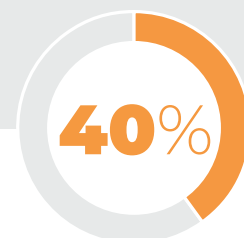


CAHPS as a percentage of Star ratings

CAHPS already comprises approximately **20%** of a Medicare Advantage plan’s Star rating. When CMS increases the weight of patient experience and access measures from 1.5 to 2, that will jump to **25%**.

DID YOU KNOW?

Nearly 40% of the Part C CAHPS measures reflect a member’s experience with their health plan.



Member Satisfaction Solution program strategy

We start by identifying the potential population, which could include members who have voiced a complaint, members who will be affected by plan benefit changes, and members who are new to the plan. Next, we use our predictive analytics to zero in on the members we have the best chance of impacting. Finally, we engage those members and reward them for completing activities that support their health—improving their well-being and their overall satisfaction with your plan.



NovuHealth's solution helps create a stronger connection between you and your members, proactively impacting how members think and changing the trajectory of how they feel and act.

Benefits of NovuHealth's proactive, member-centric approach

- 1 Focus on the members you can impact**

Members who are either unhappy or unengaged aren't likely to respond positively on the CAHPS survey. While available to all, our solution communicates more strategically with these members. Additionally, we recommend focusing on the members who will be affected by plan benefit changes, and also those who are new to the plan—ensuring they have a good experience right from the start.
- 2 Zero in on who's least likely to leave**

We then use our sophisticated propensity-to-churn model to determine which members are least likely to leave. This enables us to focus on and proactively engage the members who are most likely to stay with your plan. If a member is unhappy but also highly likely to leave, they may not be as receptive to our approach.
- 3 Engage and empower members**

Members have negative experiences when they're surprised, which leads to frustration, confusion and dissatisfaction. Our solution engages members and rewards them for consuming educational content and completing activities that support their health—improving their experience and their satisfaction with your plan.

To discover how NovuHealth's Member Satisfaction Solution can help you proactively empower members to enhance their health and improve their satisfaction with your plan, visit novu.com/satisfaction