

Strategies for Improving CAHPS Health Plan Survey Scores

April 13, 2016

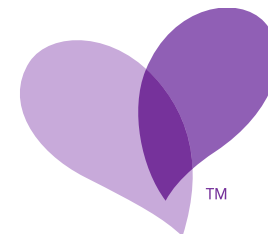
“Strategies for Improving CAHPS Health Plan Survey Scores”

A Webcast Presented by the AHRQ CAHPS User Network

April 13, 2016

12:00 – 1:00 pm ET





MISSION FOCUSED: To make a lasting difference in our members' lives by improving their health and well-being.

Non-profit, founded in 1989 in Dayton, OH

Comprehensive, member-centric health and life services

Regionally based, serving multiple states and products

PRODUCT LINES

- Medicaid
- Marketplace
- Duals Demo
- Medicare Advantage



1.52M
members



90%
Medical Cost Ratio



\$11.4M
Foundation grants

CAHPS Strategies



Strategic /
Business
Plan

Outside-In
(Insights)

Execution

CAHPS Strategies

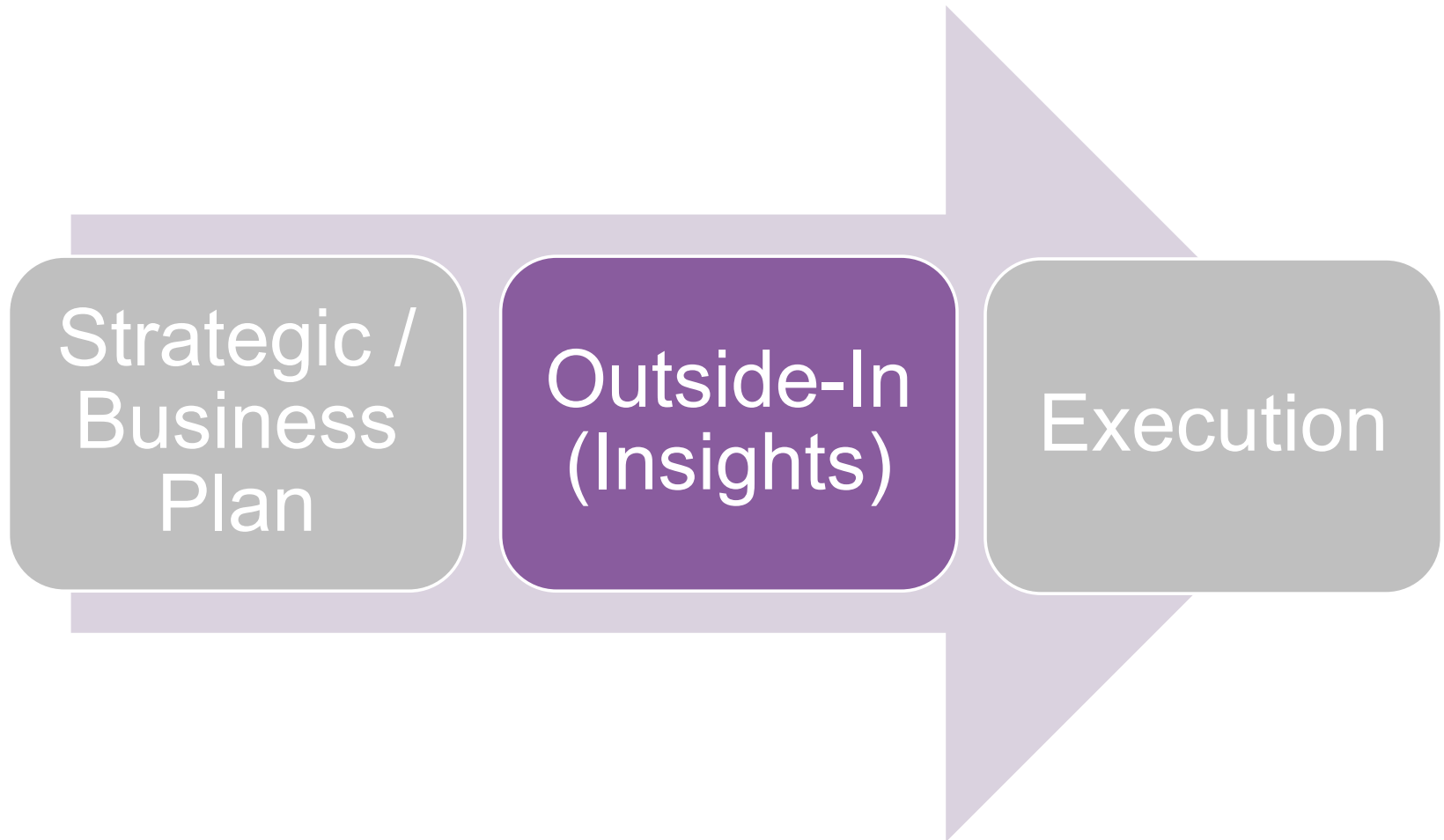


Strategic /
Business
Plan

Outside-In
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CAHPS Strategies



CAHPS Proxy



Why Survey?

- CAHPS Proxy mirror CAHPS
- Gain deeper insight
- Understand member feedback at a deeper level

Develop

- CAHPS is directional; CAHPS Proxy's is insightful
- Can understand “why”
- Understand drivers

Operationalize

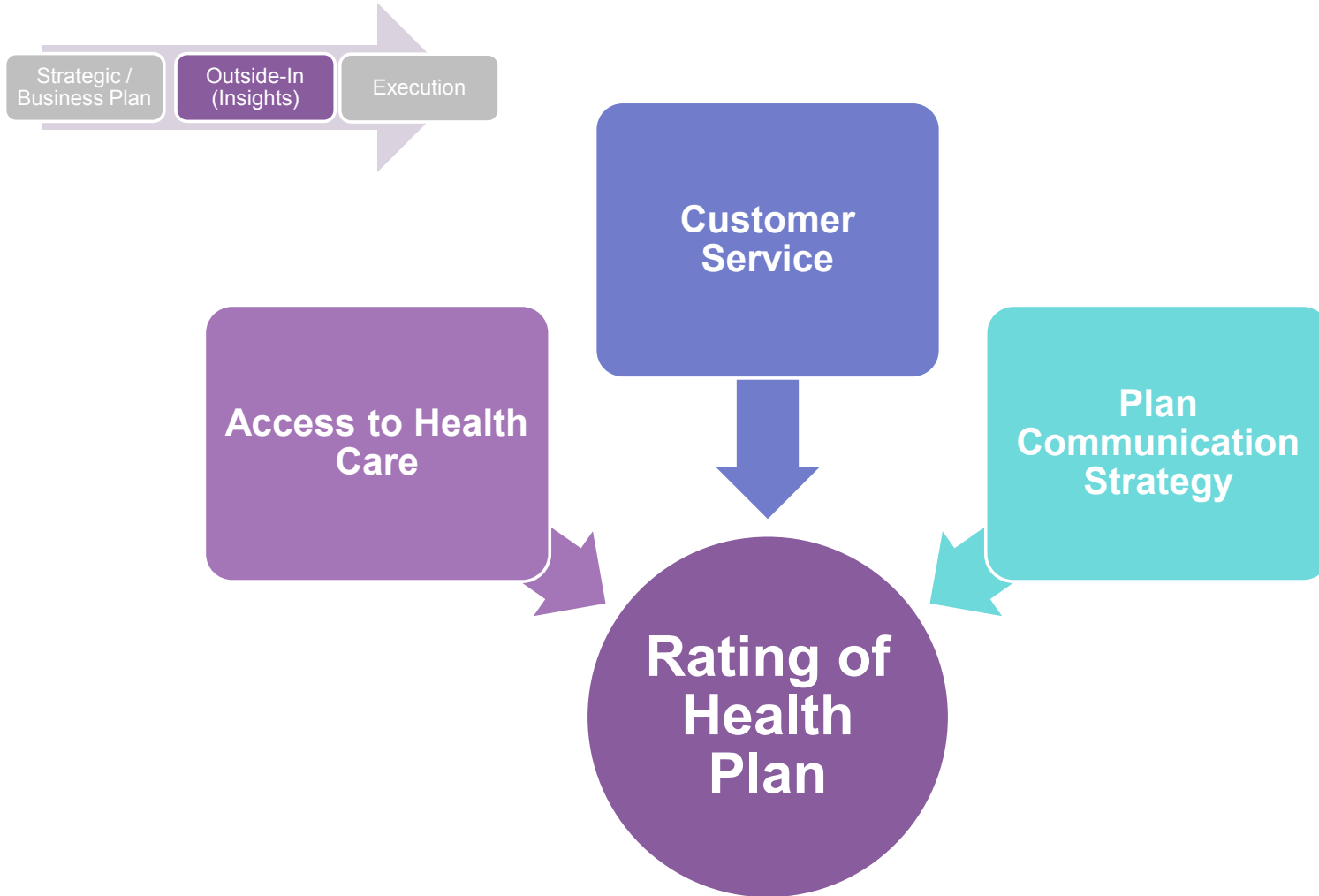
- “Drivers” shared with business partners
- The “why’s” behind areas of dissatisfaction
- Target areas more effectively to improve member experience

Health Partner Insight



Consumer Insight

Key Drivers



Advisory Council Insights

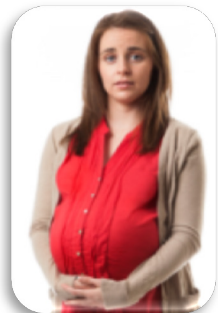


Opportunities Tied to Key Drivers



Persona Based

Validate Key Drivers & Investigate

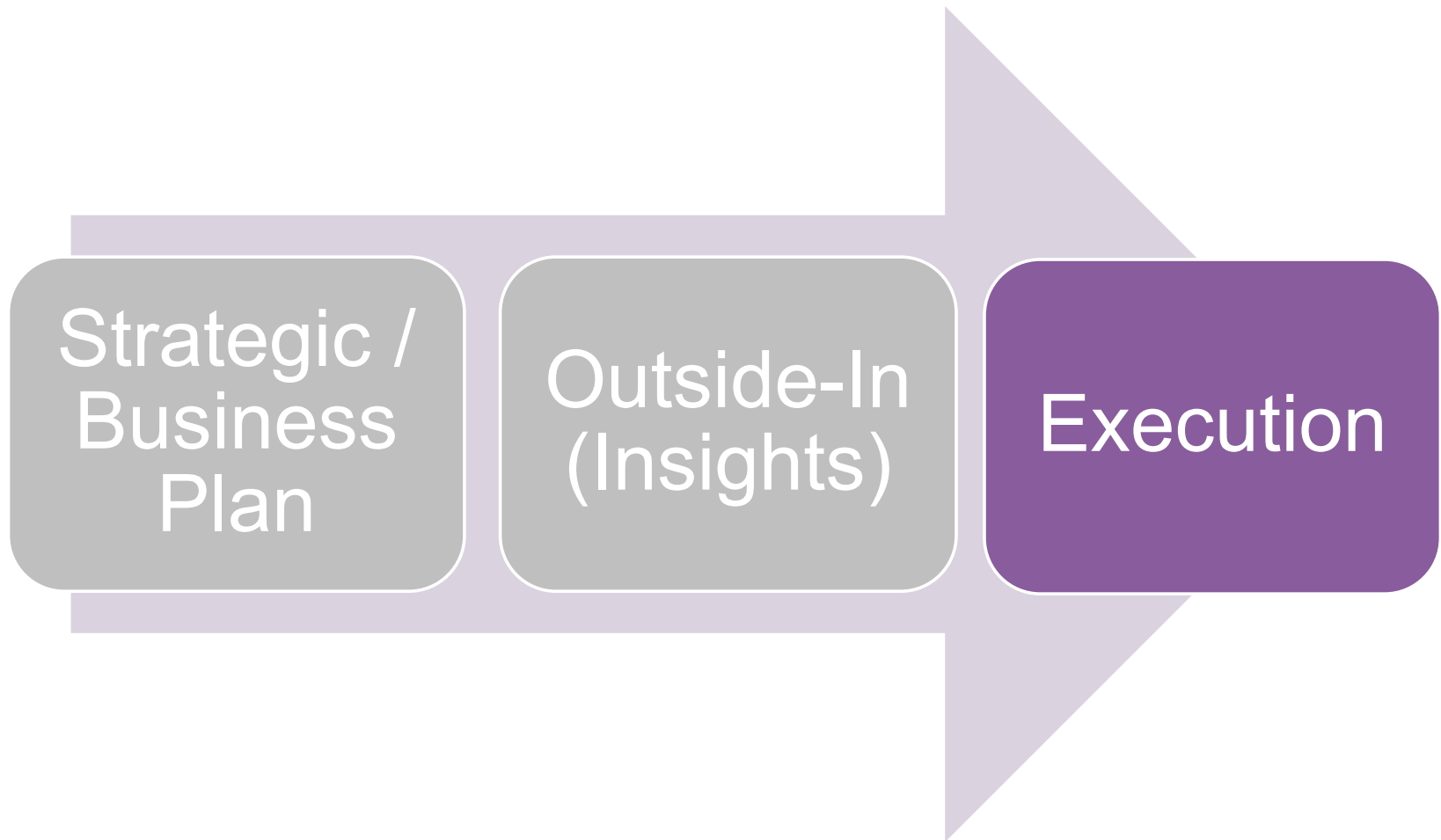


Quarterly Cadence

Product Innovation Think Tank



CAHPS Strategies



Call Center Partnership



Strategic /
Business Plan

Outside-In
(Insights)

Execution



Red Alerts

Dissatisfied:
Consumer Advocate
personally contact

Green Alerts

Highly satisfied:
Testimonials



Real Time Alerts

Members are able to rate
Call Center interaction

Insight to Execution



Execution to Results



Focus Areas



Outcome



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