

Boost Star Ratings with Home-Delivered Meals

Since 2007, the Centers for Medicare & Medicaid Services (CMS) has used a 5-Star Quality Rating System to measure how well Medicare Advantage (MA) plans provide service to members. The system is comprised of 47 quality measures¹ divided into six categories, each with a different weighting. Scores are added together with the weighted average becoming the overall Star Rating.

Ratings range from 1 to 5 stars



1 Star = Poor Performance



5 Stars = Excellent Performance

The rating system is comprised of:

- ✓ Performance measures from the Healthcare Effectiveness Data and Information Set (HEDIS)
- ✓ Member satisfaction scores (Consumer Assessment of Healthcare Providers and Systems or CAHPS)
- ✓ Results of a health outcomes survey (HOS) to its own data

Certain measures may be influenced and strengthened with a home-delivered meals program.

2021 Part C & D Star Ratings – Medicare	Source	Star Weight
Improving or Maintaining Physical Health	HOS	3 – Will be Display Measure in 2022 and 2023 because of COVID-related validity
Diabetes Care – Blood Sugar Controlled	HEDIS	3
Reducing the Risk of Falling	HEDIS/HOS	1
Rating of Health Plan	CAHPS	2 – Will be Quadruple-Weighted in 2023
Health Plan Quality Improvement	Star Ratings	5
Hospitalizations for Potentially Preventable Complications	HEDIS	Display Measure
Plan All-Cause Readmissions	HEDIS	Display Measure

5 REASONS TO SHOOT FOR 5 STARS



1

Expanding MA Market

The Congressional Budget Office projects the share of all Medicare beneficiaries enrolled in MA plans will rise to about 51% by 2030.²

More than 26 million Americans, or about 42% of all Medicare beneficiaries, were enrolled in MA plans as of 2021.³



2

Quality Bonus Payments

As a result of changes made in the Affordable Care Act, plans receiving at least 4 stars and those without ratings (due to low enrollment or being too new) receive additional quality bonus payments from Medicare.⁴

The benchmark for plans that receive at least 4 stars increased 5% in most counties and 10% in double bonus counties. The benchmark for plans without ratings due to low enrollment or being too new increased 3.5%.



3

Year-Round Marketing

CMS allows 5-Star plans to market themselves year-round, enabling more flexible marketing strategies.

During special enrollment periods, people can join or switch to a 5-Star MA or Part D plan.⁵ Year-round marketing can help 5-Star plans grow membership and strengthen retention rates.



4

Better Patient Outcomes

MA plans with higher Star ratings are associated with improved patient outcomes.⁶

Researchers found enrollees in higher-rate MA plans had some indications of better-quality care, like a 3.4% increase in use of higher-rated hospitals and a 2.6% reduction in 90-day readmissions.



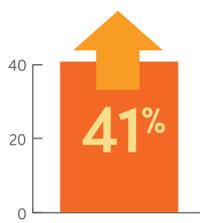
5

Competitor Differentiation

Only 21 MA plans received 5 Stars by CMS for 2021 versus 173 that received 4 or 4.5 Stars.⁷

As customer experience measures rise in importance (CMS is elevating access to care and patient experience to be equal to outcomes measures), individuals are seeking plans with a 5-Star rating.

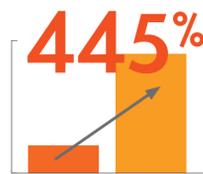
INCORPORATING A HOME-DELIVERED MEALS BENEFIT INTO YOUR MA PLAN



41% increase in percentage of MA members enrolled in plans offering meals between 2020 and 2021⁸



2021 = 1st year a majority (59%) of MA members enrolled in a plan offering meals



445% increase from 2020 to 2021 in number of plans offering a SSBCI meals benefit⁹

MA plans have several paths to providing a home-delivered meals program:

- **Supplemental (Primarily Health-Related) Benefit**
- **Special Supplemental Benefits for the Chronically Ill (SSBCI)** Under SSBCI, MA plans can offer meal benefits to chronically ill enrollees if they have a "reasonable expectation of improving or maintaining the health or the overall function of an individual."
- **Value-Based Insurance Design (VBID)**
- **Quality Improvement Program (QIP)**

All MA plans are required to have a QIP.¹⁰

QIP Primary Goal = To effect sustained improvement in patient health outcomes

The QIP must include a:

1. **Chronic care improvement program (CCIP)**
Includes the promotion of effective chronic disease management and the improvement of care and health outcomes for enrollees with chronic conditions.
2. **Health information system** to collect, analyze and report Medicare Parts C & D quality performance data, including HEDIS, HOS and CAHPS data.



Customer survey data from Mom's Meals shows over 90% of MA plan members would be willing to recommend their health plan because it offered a meal program.



Older adults have at least one chronic condition



Older adults have two or more chronic conditions

Source: Centers for Disease Control & Prevention

Research shows people with a chronic condition who receive home-delivered meals have:

35% ↓
lower average monthly healthcare costs

50% ↓
fewer hospital admissions

37% ↓
shorter length of stay when admitted¹²

Source: Gurvey et al., 2013. Examining Health Care Costs Among MANNA Clients and a Comparison Group. Journal of Primary Care & Community Health. 4. 10.1177/2150131913490737.

Ready to boost your Star rating with a home-delivered meals benefit? Let's talk.

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Sources:

- ¹ <https://www.cms.gov/Medicare/Prescription-Drug-Coverage/PrescriptionDrugCovGenIn/Downloads/Star-Ratings-Technical-Notes-Oct-10-2019.pdf>
- ² <https://www.kff.org/medicare/issue-brief/a-dozen-facts-about-medicare-advantage-in-2020/>
- ³ <https://www.medicareresources.org/medicare-benefits/medicare-advantage/>
- ⁴ <https://www.kff.org/medicare/issue-brief/medicare-advantage-in-2021-star-ratings-and-bonuses/>
- ⁵ <https://www.medicare.gov/Pubs/pdf/11219-understanding-medicare-part-c-d.pdf>
- ⁶ <https://www.healthaffairs.org/doi/full/10.1377/hlthaff.2020.00845>
- ⁷ <https://www.cms.gov/files/document/2021starratingsfactsheet-10-08-2020.pdf>
- ⁸ <https://www.kff.org/medicare/issue-brief/medicare-advantage-2021-spotlight-first-look/>
- ⁹ ATI Analysis of CMS PBP files, includes employer plans, excludes PDPs, MMPs, Part B-only plans, and PACE
- ¹⁰ <https://www.cms.gov/Medicare/Health-Plans/Medicare-Advantage-Quality-Improvement-Program/3QI>