



Improve Gaps in Care, Member Experience & Star Ratings

Carrot Health MarketView® Quality

Member experience is the cornerstone of success for any health plan, but perhaps most critically for Medicare Advantage plans. It ties back to overall member satisfaction, retention, gap closure, medication adherence, and ultimately, your Quality Bonus Program from the Center of Medicare & Medicaid Services (CMS) Star Rating Program.

Much like Star Ratings, understanding your members can be complex—but it doesn't have to be. By understanding each member's unique interests, behaviors, communication preferences, and barriers to care, you unlock the ability to accurately assess each member's needs, to provide an optimal member experience and care compliance through effective outreach.

With MarketView Quality, you can:

- ✓ Optimize member experience by reducing member abrasion (e.g., member fatigue, missed engagement, communication channel preference)
- ✓ Streamline program and outreach planning and execution based on identified opportunity across measures, members, and providers
- ✓ Close gaps in care by identifying, prioritizing, and engaging members effectively
- ✓ Boost cross-functional collaboration across departments and partners by reducing silos through advanced insights

Make an impact with your members

Drive member engagement through meaningful action

Using MarketView Quality, you can make a significant impact by prioritizing which members to engage—and the best method to engage them.

With our predictive models, you can get answers to critical questions about members' compliance, health engagement, and survey response propensity.

Improve your planning with answers to questions, such as:

- ✓ What is the next best action for each member?
- ✓ Who is likely to become compliant on their own?
- ✓ Who needs early intervention?
- ✓ What is the best route to engage my members?
- ✓ Who is likely to complete a survey?
- ✓ Who is likely to give a positive response related to member experience?
- ✓ Which physical and mental health aspects do my members need assistance with?



Improve Star Ratings program strategy

Consolidate disparate data sources to boost clarity and direction

- ✓ Drive planning and ongoing performance with Market Intelligence and a Star Rating calculator
- ✓ Reduce outreach costs and member abrasion using the Next Best Action and Likely2 predictive models, helping you engage the right members, with the right message, on the right channel
- ✓ Uncover member experience and health outcome drivers through deep analytics and consumer data insights
- ✓ Motivate providers with meaningful benchmarks using the Provider Scorecard

Enabling a best-in-class Star Ratings program

Read some of the successes
our health plan customers
are experiencing



Increased from 3.5 to **4.0 Stars** after one year using MarketView Quality



Identified cancer screening gap closures at **174% higher** than average rate



Created significant cost efficiencies by identifying members **3x more likely** to complete test kits relative to average



Identified members **50x more likely** to engage in a campaign for each Quality Improvement campaign channel

Powering end-to-end plan quality improvements initiatives

MarketView Quality offers:



- ✓ Gap closure tracking and forecasting
- ✓ Year-end plan performance predictions by measure
- ✓ Member experience response driver analysis
- ✓ Interactive Star Rating calculator
- ✓ Robust national and like-contract benchmarking



- ✓ Advanced provider scorecards and benchmarking with social determinants of health
- ✓ Claims-validated consumer data and insights tailored to your population (e.g., demographic, financial, retail, behavioral).
- ✓ Member behavior prediction, enabling custom interventions through Next Best Action model

Insights to meet your needs

CATEGORY	FEATURE	CARROT HEALTH	TRADITIONAL APPROACH	HEDIS VENDORS	ENGAGEMENT PLATFORMS
Reporting & Insights	HEDIS/PDE measure compliance tracking	✓	✓	✓	✓
	Address CAHPS and HOS measures	✓	✓		✓
	Interactive Star Rating calculator	✓	✓		
	Robust national benchmarking	✓		✓	
	Advanced provider scorecards and benchmarking	✓	✓	✓	
	Predict measure cut points	✓	✓	✓	
	Predict year-end plan performance by measure	✓	✓	✓	
Member Engagement	Leverage validated consumer data and analytics	✓			
	Predict member behavior and engagement	✓			✓
	Enable Next Best Action with predictive analytics	✓			
	CAHPS and HOS models	✓			
Accreditation	NCQA Accreditation for HEDIS Processing			✓	

Ready to see MarketView Quality in action?



REQUEST DEMO



Contact us at info@carrothealth.com or check out our website at CarrotHealth.com for further details.