



STARSERV™ SOLUTION



Key features of StarSERV include:

- Ad-hoc reporting and outreach services to address, monitor and target specific measurement improvements
- Attribution algorithms
- Collaborative scorecards
- Geospatial reports
- IPA / provider rolling scorecards
- Prospective provider quality reporting
- Proxy rates for CAHPS, HOS, call center measures
- Panel and Patient view
- Star and measure dashboard
- Tablet enabled with HTML5 technology
- What-if modeling to improve rating impact
- XML APIs to push information to downstream systems

Health plans are competing in an evolving marketplace, in particular Medicare Advantage plans are experiencing tremendous growth in membership and projections indicate continued growth into the future. Now it is more critical than ever for plans to have the ability to analyze and improve quality outcomes in an effort to help determine future market competitiveness and sustainability.

The Centers for Medicare and Medicaid Services (CMS) uses a Five-Star Quality Rating System to determine reimbursement and compare Medicare Advantage, Exchange, and Part-D plans based on performance. Star ratings emphasize patient care and satisfaction using clinical and service quality measures, health outcomes, and patient feedback.

Cognizant's StarSERV platform offers a robust Medicare Star rating solution that combines our experience in developing market-leading products, providing excellent support through our global delivery model, and staying current in today's industry and technology.

StarSERV Medicare Star Rating solution

StarSERV is an assessment and improvement solution built around the key constructs of analytics. It is designed to drive collaboration and automation, and enable plans to prioritize measures and cohorts, set up achievable quality initiatives, roll out campaigns and provider scorecards, and monitor their progress toward improving Star ratings.

The solution includes NCQA-certified HEDIS^{®2} measures for reliable prospective gaps in care, Prescription Drug Events (PDE) measures for missing days for medication adherence, HTML5-based responsive user interface with role-based dashboards and context-based drill down to member specific actionable data, and a cohort monitor to create patient registries and automate their tracking.

Value of the platform can be measured in terms of:

- **Reliability:** Automate the measure calculation and Cohort monitoring process and reduce human intervention to help reduce errors.
- **Increased Productivity:** Re-focus resources to do more analysis and not data collection and preparation.
- **Regulatory Changes:** Avoid the heavy burden of maintaining the constant CMS changes.
- **Improved Technology:** StarSERV uses industry standard technology stack, which helps to reduce upfront costs and training requirements

Analytics



- **Identify** high ROI members using Motivation and Influence index
- **Prioritize** measures and cohorts using what-if modeling to improve overall star ratings

Collaboration



- **Establish** initiatives and assign accountable ownership of measures
- **Track** performance through dashboards and standard reports

Automation



- **Engage** members with automated campaigns and web service feeds to intervention tools
- **Automated data quality profiler** to improve HEDIS and PDE rates

We recognize that clinical quality improvement is one of the key business imperatives for healthcare organizations as they transition towards value-based models.

Setting up a quality measurement and reporting system (for example, Star or HEDIS) is one of the building blocks of the goal of moving towards the Triple Aim¹ of improving the individual experience of care, improving the health of populations, and reducing the per capita costs of care.

StarSERV will benefit Medicare Advantage, and Part-D health plans by providing instant, prospective visibility around Star rating quality measures, to promptly and proactively identify non-compliant members and those members approaching non-compliance. This visibility helps plans know where problems exist so that they can execute targeted intervention strategies and campaigns, within the StarSERV solution, to help improve ratings.

Data-driven decision levers to objectively prioritize measures and population cohorts that can improve overall Star rating

Drive collaboration and enable accountability by setting-up initiative owners and rolling-out provider scorecards

Execute continuous improvement cycle by translating measure-level goals into provider work packages with member-level targets

Actionable business insights to improve Star ratings through prospective gaps in care reports and member prioritization algorithms for focused outreach

Extensive data quality profiling module that has been appreciated by NCQA auditors and has resulted in significant improvement in HEDIS rates

Cognizant has extensive experience in the quality management space and has been an NCQA certified software vendor with over five years of experience in regulatory reporting and quality rate improvement. We provide a systematic and step-wise approach to execute a continuous quality improvement cycle for programs like P4P, Star and HEDIS. It packages Cognizant's capabilities across consulting, IP assets (StarSERV and ClaimSphere™ HEDIS), data management, and nurse-based outreach and management (800+ registered nurses) for organizations to pick from an *a la carte* menu, based on their needs.

Our Medicare Advantage Plan Capabilities

We provide a wide spectrum of capabilities for Medicare Advantage plans ranging from supporting client compliance efforts with reform, to driving administrative efficiency, to improving the cost and quality of care, to competing to win in the evolving marketplace. We have a long history of serving customers in the government market, offering clients an extensive record of success. Serving more than 30% of the nation's managed Medicare lives, we have the experience to adapt and respond quickly as Medicare rules and reporting requirements change.

Coordinating benefits and care for Medicare beneficiaries is a complex endeavor, and choosing the right technology partner is one of the most important decisions you will make in this dynamic market.

We provide an advanced technology platform that strategically positions Medicare Advantage plans for the future and the demands of healthcare reform. We help address a wide scope of business needs through comprehensive capabilities that enable you to:

- Drive efficiency through improved workflow and increased automation
- Facilitate stakeholder collaboration with highly efficient transactions
- Administer new reimbursement and care models
- Coordinate and improve care for high-risk members
- Grow across multiple lines of business including Medicare, Medicaid and Dual Eligibles
- Leverage sales and marketing automation through enterprise class CRM capabilities
- Help support your compliance efforts through advanced capabilities and services

Start Now: Analyze and improve quality outcomes with StarSERV

We offer a wide range of flexible, collaborative service delivery and hosting options so you can select the approach that best fits your business objectives, including platform delivery via Business Process Services. In all cases, our Healthcare Quality Management solutions will help your organization address Star ratings and future market competitiveness and sustainability for Medicare Advantage plans. Put the power of Cognizant and TriZetto to work for you so we can make better healthcare happen together.

¹ The term *Triple Aim* is a trademark of the Institute for Healthcare Improvement (IHI).

² HEDIS is a registered trademark of National Committee for Quality Assurance.

Visit www.cognizant.com/CognizantandTriZetto to learn more about how Cognizant and TriZetto are making better healthcare happen.

About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 75 development and delivery centers worldwide and approximately 199,700 employees as of September 30, 2014, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us online at www.cognizant.com or follow us on Twitter: Cognizant.

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