

Redefining Star Measure Approaches for Low Income Subsidy

There are meaningful differences between LIS and non-LIS beneficiaries. Star measure risk adjustment should include age, sex, disability status, and clinical complexity.

Beneficiary Insights: Behavioral Motivators, Effective Communication Channels¹



LIS beneficiaries are highly focused on prescription costs

- Have low awareness of 90-day supplies, but high interest in convenience and cost savings



LIS beneficiary engagement preferences and insights

- Phone contact can be difficult; auto assignments do not always include a phone number
- 74% do not access email or the Internet
- Prefer mailed plan information, but not prescriptions
- 94% read mailed plan information regularly

Beneficiary Engagement: Outreach Best Practices Help Improve Adherence

Mail Outreach and Live Calls Most Successful²



Prescription renewal

- Live outbound calls are most successful
- Live outreach by mail can make it difficult to take timely action to prevent late refills



30- to 90-day prescription conversion

- Written educational outreach is most successful
- IVR is less effective, regardless of an option to speak to an agent

1. Source: CVS Caremark Market Research, Driving Adherence/Star Measures Among Stand-alone PDP LIS, December 2015.
2. Source: CVS Caremark Enterprise Clinical Stars, Stars 30-90 Rx Conversion and Prescription Renewal Programs, December 2015.
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