

CAPSTONE FINAL PROJECT

Medicare Advantage Quality Trends: Evaluating HEDIS Performance and Star Ratings

Group 5 : Healthustlers

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Overview

The quality of care provided by Medicare Advantage (MA) plans is assessed using performance indicators such as the Healthcare Effectiveness Data and Information Set (HEDIS). These measures contribute to CMS Star Ratings, impacting plan reimbursement, member enrollment, and healthcare quality. With evolving cut points and regulatory changes, understanding performance trends is essential for improving healthcare outcomes and maintaining high Star Ratings.

Key Focus Areas

- 1. HEDIS Performance Trends in MA Plans**
 - Analyzing variations in preventive care, chronic disease management, and patient outcomes.
 - Identifying improvement areas and disparities across different MA plans.
- 2. Impact of Star Rating Cut Point Adjustments**
 - Examining historical shifts in CMS cut points and their effect on plan ratings.
 - Analyzing how quality improvement initiatives impact Star Ratings over time.
- 3. Strategic Enhancements for MA Plans**
 - Exploring how HEDIS measures influence Star Ratings and plan performance.
 - Developing intervention strategies for underperforming plans to improve ratings.
 - Assessing the role of patient engagement, preventive screenings, and digital tools in improving HEDIS scores.

Data Sources

To support this analysis, the following datasets will be utilized:

- **Medicare Advantage (MA) HEDIS Public Use Files** – Provides plan-level HEDIS quality scores. (<https://www.cms.gov/data-research/statistics-trends-and-reports/medicare-advantagepart-d-contract-and-enrollment-data/ma-hedis-public-use-files>)

- **Medicare Part C & D Star Ratings Data** – Offers insights into performance trends and cut point changes. (<https://www.cms.gov/medicare/health-drug-plans/part-c-d-performance-data>)
- **Medicare Advantage Enrollment & Quality Data** – Helps analyze the relationship between enrollment numbers and quality scores. (<https://www.cms.gov/data-research/statistics-trends-and-reports/medicare-advantagepart-d-contract-and-enrollment-data/ma-hedis-public-use-files>)

Timeline				
Phase	Activities	Start Date	End Date	
Phase 1: Data Collection	Gather HEDIS and Star Ratings data from CMS sources. Identify key trends in quality measures.	Feb 6, 2025	Feb 20, 2025	
Phase 2: Performance Analysis	Compare MA plan scores across different years. Evaluate disparities and improvement opportunities.	Feb 21, 2025	Mar 13, 2025	
Phase 3: Star Ratings Impact Assessment	Assess how HEDIS measures influence Star Ratings and financial incentives. Analyze trends in cut points.	Mar 14, 2025	Mar 28, 2025	
Phase 4: Strategy Development	Propose targeted interventions to improve quality scores. Identify best practices from high-performing plans.	Mar 29, 2025	Apr 18, 2025	
Phase 5: Final Reporting	Summarize findings, create visualizations, and present key insights.	Apr 19, 2025	May 3, 2025	

Expected Outcomes

- Identification of performance trends and improvement areas across Medicare Advantage plans.
- Insights into how CMS Star Rating cut points evolve and affect plan rankings.
- Development of strategies for MA plans to enhance HEDIS performance and Star Ratings.
- Recommendations on leveraging patient engagement, care coordination, and digital tools to improve quality metrics.