



2021 Star Ratings & Quality Management Forum

Achieve and Maintain Higher Star Ratings: Enhancing Quality & Performance, Optimizing Reimbursement Levels, Creating Viable Partnerships with Providers, and Managing Changes within the CMS Five Star Quality Rating System

February 25 – 26, 2021 • Hilton San Diego Bayfront • San Diego, CA

Overview

Due to mandates aimed at improving the nation's healthcare while reducing spending, health plans are creating and implementing new approaches to achieve success under the evolving CMS Five-Star Quality Rating System. In order to obtain and maintain the desired 4 or 5 Star Rating, health plans have implemented programs and other initiatives to improve patient outcomes, quality, performance, and collaborative relationships with providers. Health plans report on all aspects of services offered, and optimizing member engagement and satisfaction. As the Star measures continue to change and evolve, health plans are also following suit in order to achieve high star ratings which will determine reimbursement revenues, bonus payments, member enrollment and marketing opportunities.

We have created an exciting, high-level forum featuring knowledgeable leaders and executives from the nation's leading health plans who will share their perspectives, valuable insights and expertise on how to be best equipped for critical changes in achieving high Star Ratings. Attendees will benefit from learning about new best practices, initiatives and strategies that have been deployed to address the challenges presented under the current healthcare environment to improve the quality and delivery of healthcare while reducing costs and improving member satisfaction. This exclusive event targets senior-level executives in order to maximize educational and networking opportunities.

By attending the 2021 Star Ratings & Quality Management Forum you will learn about innovative programs and initiatives that have been implemented at leading health plans to successfully achieve and maintain high star ratings.

Intended Audience

From Health Plans, Medicare Advantage Plans & Managed Care Organizations:

Chief Executive Officers, Chief Operating Officers, Chief Financial Officers, Chief Marketing Officers, Chief Medical Officers, Chief Strategy Officers, Chief Pharmacy Officers & Chief Information Officers

Also, Presidents, Vice Presidents, Directors & Managers of:

- Star Ratings
- Medicare
- Senior Products
- Quality Improvement
- Marketing
- Managed Care
- Compliance
- Care Management
- Operations
- Medicare Stars
- Medicare Advantage
- Government Programs
- Data & Analytics
- Value-Based Health
- Sales
- Medical
- Product Development
- Finance

- Strategy
- Business Development
- Regulatory Affairs
- Risk Management
- Utilization Management
- Business Development

- Quality
- Pharmacy
- Disease Management
- Community Health
- Network Management
- Pharmacy

This program is also geared towards Hospitals & Health Systems, Vendors, Healthcare Consultants, Solution Providers, Pharmacy Benefit Managers, Disease Management Organizations, Third Party Administrators, Pharmaceutical & Medical Device Companies, IT & Business Process Outsourcing Companies and Enrollment Brokers

Agenda

Day One – Thursday, February 25, 2021

- 7:15 *Conference Registration & Morning Breakfast*
- 8:00 *Chairperson's Opening Remarks*
- 8:15 Examining CMS Star Ratings Priorities for 2020 and Understanding the Impact for Health Plans**
- 9:00 Adopt an Integrated Approach to Medical Management, STARS, and Risk Adjustment**
- 9:45 *Networking Break & Refreshments*
- 10:15 Successfully Overcome the Barriers to Personalized Care Delivery to Achieve Higher Star Ratings**
- 11:00 Drive Risk-Adjusted Revenue, Improve Quality and Coordinate Medical Management to Achieve Superior Star Ratings**
- 11:45 Engaging Employees to Reach for the Stars: Getting Everyone Involved in Quality**
- 12:30 *Luncheon for All Attendees & Speakers*
- 1:30 Leveraging Health IT to Deliver the Right Care at the Right Place at the Right Time to Boost Star Ratings**
- 2:15 Panel Discussion: Examining the Current Healthcare Landscape and its Impact on Star Ratings for Health Plans**
- 3:15 *Networking Break & Refreshments*
- 3:45 Achieving Higher Star Ratings through Effective Compliance Management for Medicare Health Plans**

4:30 Developing a Targeted and Strategic Communications Initiative to Increase Enrollment and Capitalize on Star Ratings

5:15 *End of Day One*

Day Two – Friday, February 26, 2021

7:15 *Morning Breakfast*

8:00 *Chairperson's Recap of Day One*

8:15 Create Partnerships that Engage the Individual to Improve Quality and Boost Star Ratings

9:00 Best Practices and Proven Innovations as Demonstrated by the Established Five-Star Ratings

9:45 *Networking Break & Refreshments*

10:15 Create Star-Rating Payment Strategies to Address Moving and Evolving CMS Targets

11:00 Aligning Population Health Management and Physician Engagement to Boost Quality, Patient Satisfaction and Star Ratings

11:45 Harness Predictive Modeling to Enhance Risk Stratification, Care Management and Engagement to Achieve Superior Clinical Outcomes and HEDIS Results

12:30 *Conference Concludes*

Workshop Session

Thursday, February 25, 2021 • 5:30 p.m. – 7:30 p.m.

How to Effectively Earn and Keep High Star Ratings: A Practical Guide to Implementing Key Initiatives that Drive Superior Performance