The Impact of Various Clinical Strategies on Achieving 5 Stars for the CMS Star Measure MTM Program Completion Rate for CMR

M. Santilli, S. Makanji, C. Ferro, J. Adams, E. Braganca, M. Dimant, O. Mak-Adedapo, R. Li
Magellan Rx Management, Scottsdale, AZ
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Purpose

- To obtain a 5-star rating for CMS Star Rating measure D15-Medication Therapy Management (MTM) Program Completion Rate for Comprehensive Medication Review (CMR) by leveraging various methods of member engagement and clinical intervention.

Background

- As the United States healthcare system transitions away from fee-for-service models, the majority of health plans and insurers are emphasizing the importance of quality of care.
- Medication-related issues are among the top five greatest threats to the health of elderly patients. It has been estimated that 10.7% of hospital admissions in this age population can be attributed to adverse drug events.1
- The involvement of medication experts, such as pharmacists, in patient care models has resulted in reduced drug errors and associated hospital readmissions, improved patient outcomes, and reduced healthcare expenditures.2

Methods

- The following engagement strategies and models of clinical intervention were utilized throughout this program:
  - Member telephonic outreach
    - A highly trained staff consisting of MTM-certified clinical pharmacists, pharmacy technicians, and customer care associates was able to reach and react to members telephonically to the entire MTM-eligible population to offer a CMR.
  - Quarterly welcome letters
    - On a quarterly basis, all ,enrolled members were sent letters to encourage them to participate in the MTM program.
  - Prescriber and pharmacy engagement
    - Prescriber offices and retail pharmacies were reached out to encourage their eligible members to participate in the MTM-eligibility population.
  - Collaboration with AlphaCare member care management (MCM) team
    - CMR appointments were coordinated between MCM and the members’ care managers to leverage a pre-existing member relationship.
  - Expanded call hours
    - Extended traditional business hours (9:30 AM to 5:00 PM) to help reach members with busier schedules who were unavailable during normal standard hours.
  - Long-term care (LTC) facility caregivers and general primary care providers
    - Collaborating with LTC and facility caregivers and general primary care providers was helpful in obtaining updated contact information for members.
  - Partnership with visiting nurse services
    - Working synergistically with visiting nurse services, AlphaCare connected with LTC clients and other community caregivers who otherwise would have been unable to do so themselves (e.g., due to cognitive impairment).
  - Recurring enrollment updates
    - Due to the high turnover rate of DSNP membership, weekly enrollment updates were sent to those members who were still enrolled with AlphaCare.

Results

- By leveraging various methods of member engagement and clinical intervention, AlphaCare was able to achieve the 5-star benchmark for the CMS Star Rating measure D15-Medication Therapy Management Program Completion Rate for CMR, based on 2017 CMS Star rating cut points.
- Collaboration with AlphaCare’s MCM team yielded the highest percentage of CMRs (51.5%). Due to the pre-existing relationship already built between the members and their respective care managers, utilizing them greatly increased engagement for members who may not have otherwise been reached.
- Since AlphaCare had a large proportion of DSNP membership, the population’s enrollment fluctuated quite frequently. It became critical to factor in enrollment on a recurring basis to ensure outreach was reserved for and focused on those members who could positively impact the measure.
- On average, it took greater than 10 calls per MTM-eligible member to achieve a 77.9% CMR completion rate. The majority of effort was focused on members; however, provider and pharmacy calls were helpful in obtaining updated contact information for members.

Discussion

- Different methods of engagement that vary in cost, outreach effort, and member volume contribute to an overall successful clinical strategy to maximize Star Ratings for measure D15-MT M Program Completion Rate for CMR.
- Such results support the efficacy and viability of a clinical program that incorporates overlapping synergies and care coordination with other healthcare professionals and customized outreach.
- In addition to impacting Star Rating measure D15-MT M Program Completion Rate for CMR, engaging individuals in a CMR may also have a positive impact on other Part C and D Star measures.
- It has been estimated that an overall 1-star improvement for a health plan (from 3 to 4) is worth $50 per member per month.
- AlphaCare’s DSNP membership largely resides in an urban environment, which can be a socioeconomic determinant of health outcomes. The level of clinical oversight and intervention provided with this clinical program was essential in connecting with and positively impacting many of these members.

Limitations

- DSNP membership can change rapidly and resources may have been utilized on members who no longer impacted the measure.
- Even though multiple engagement methods were employed for the CMS-eligible population, the completed CMR was only attributed to the engagement method with which the CMR was completed; prior outreach efforts may have encouraged a member to be more responsive.
- Quarterly member mailings and prescriber/pharmacy communications cannot be attributed directly to any completed CMRs. This makes it difficult to quantify the value of these services.

References


Disclosures

- This research was conducted by Magellan Rx Management and AlphaCare, both affiliates of Magellan Health, without external funding.