Stars Checklist: Member Engagement

As we head into HEDIS season, health plans are carefully evaluating their measures for improving or maintaining attractive Star ratings. Critical to these efforts is member satisfaction, which is influenced by engagement levels. Compare your programs with our latest Stars checklist to ensure your quality initiatives drive member engagement in health assessment programs.

**Drive member participation in assessment programs**

Gaining member buy-in for health assessment programs is critical to program success. Prior to scheduling assessments, educate your members on what is involved in the program and why it is a benefit to them. Conducting effective education campaigns supports member engagement and encourages members to take control of their own health.

In-home evaluations engage members who lack mobility or have difficulty traveling to their provider. These evaluations can also allow for a deeper evaluation of health risks when members are in the comfort of their own home. By eliminating some of the barriers to care, health plans can put more focus on the issues that influence member satisfaction ratings.

**Reconnect members to primary care physicians for proactive care planning**

Improvements in health outcomes begin with the insight obtained from an accurate assessment, but they end with the patient’s participation in ongoing care. With a complete laboratory panel and enhanced health risk assessment, members have complete documentation to follow-up with a primary care provider. Simultaneously delivering results directly to the primary care physician further enhances the interaction between member and care provider – driving collaboration for proactive care planning initiatives.

**Empower members to manage their own health**

Targeted information is at the heart of helping members change behavior and strive towards better health. By implementing a cohesive, streamlined process to document conditions and identify gaps in care, health plans have the information needed to provide additional encouragement for care management. Providing members with targeted recommendations for local support services enables them to become more engaged in their personal wellness.

**Win-Win for Members and Health Plans**

The health risk assessment process can:
- uncover new information
- or reinforce the existing recommendations of the member’s physician.

The documentation of those conditions, along with the face-to-face coaching, can:
- help ensure that health plans are HEDIS-ready,
- and actively support member health.

These factors help achieve engaged and satisfied members while helping health plans reach desired Star ratings.

MediCheck, a service provided by ExamOne, is a dedicated data collection system for health plans to control the health risk assessment process. By utilizing an industry-leading health outreach team to engage members for participation, MediCheck leverages expert capabilities to deliver robust specimen collection alongside data capture and analysis. The data set returned from the health assessment – which is delivered to the health plan, the member and the primary care physician – provides additional documentation and substantiation for care planning.

Contact ExamOne today to learn how our MediCheck risk assessment program can help you complete your Stars checklist.

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