

Case study: Medicare Advantage

Wider Circle helps close gaps in care and optimizes key healthcare quality metrics



Performance measures resulting from Consumer Assessment of Healthcare Providers & Systems (CAHPS) and Star ratings are high priorities for the Centers for Medicare & Medicaid Services (CMS). As such, health carriers place a premium on these rating systems in an effort to optimize revenue and drive down costs. Simply put, the higher a healthcare provider's score, the greater the remuneration.

Challenging healthcare gaps

With even more attention shifting to these respective rating systems, so too has the awareness of the significance they play in leveraging resources that can help them address healthcare gaps. That's where Wider Circle steps in.

Our role in improving the member experience and providing improved health outcomes helps pave the way for payers to optimize their member experience particularly in the following areas:



Preventive health screenings



Annual wellness visits



Cancer screenings



Management of chronic conditions and cohorts (particularly diabetes)



Reduced complaints



Lower attrition

“ When I first joined Wider Circle I started practicing a healthier lifestyle and saw an improvement in my health. After I joined, I started eating healthier and taking better care of myself. I feel tremendously happy and ALWAYS tell everyone I know how to eat healthier because of Wider Circle. I am almost 87 years old and I feel so healthy and comfortable. I can talk well, walk well, and that is all because of what I've learned here. ”

Vilma Payan

Wider Circle member

Making a difference

When examining a year-over-year sample of Medicare and Medicaid population during the pandemic – in which CMS adjusted its methodology to account for COVID-19 – a staggering 27% of plans experienced a decline in Star ratings, while only 6% increased. Key drivers included decreased member experience (CAHPS), increased member complaints, less comprehensive management of chronic conditions, and poor preventive measures and screenings.



Conversely, Wider Circle members and providers experienced significantly improved outcomes¹ in several of these areas, including:

- 50%** decrease in member attrition
- 22%** improvement in inpatient utilization
- 76%** improvement in length of stay
- 15%** improvement in medication reviews
- 63%** improvement in emergency department utilization

23% improvement in annual wellness visits

23% improvement in preventative care access

14%/17% improvement in breast and colorectal cancer outcomes, respectively

Wider Circle's community based approach groups individuals with similar lived experiences, increasing the likelihood that they will forming trust and connection, and then leverages the psychology of influence to instigate and reinforce behavior change. This allows us to close care gaps for a wide diversity of populations across Medicare and Medicaid programs, thus driving better health outcomes and enhancing CAHPS and Star ratings for payers and providers.

To learn more about how Wider Circle's Connect for Life can positively impact your CAHPS and Star Ratings, call (800) 656-0228, visit us online at www.widercircle.com, or send an email to info@widercircle.com.

¹Internal data as of February 2023

Wider Circle is a community health organization that comes to members' neighborhoods, building trust to engage in places plans and providers can't reach. We are an extension of the health plan, acting upstream to address SDOH, improve outcomes and lower the cost of care. By leveraging proprietary technology to group similar individuals together, we create a neighborhood network of members who influence and support one another, bonding them to their plan and helping them maximize their benefits and community resources to live a happier, healthier life.