Success Story: Stars and Data Strategy Assessment

6-week assessment of a Leading Blue Plan's Stars operations and enterprise data strategy to inform member retention and member engage-ability

Business Problems

- **Maintain and improve member NPS scores** to retain membership and sustain growth across 4 different markets

- **Increase supplemental data coverage** for entire membership – clinical data sources across network

- **Better understanding of member** – collect information on members faster for next action

- **Revise enterprise data strategy** – focus on delivering delightful member experience and efficient operations

CitiusTech Solution(s) & Value Delivered

- Rationalized cross-functional goals for 9 committees across 12 functions – **measuring campaign efficacy, streamlining operations**

- Roadmap to **methodically increase supplemental data coverage** to 80% of membership across all LOBs

- Identified 7 member propensity models for most informed actions across customer service, network management, and pharmacy

- **Enabled enterprise wide decision-making (12 functions)** based on same insights (probabilities) and single source of member information

- **Accelerated data roadmap (analytics strategy)** to improve member experience (take actions toward greater customer satisfaction)

- **Realigned network contracting strategy** – improve member understanding + experience

10+
Departments engaged for efficiencies

NPS 60+
Member NPS goal for new initiatives

80%
Supplemental data coverage goal – enhanced

20+
Projects for Automated Data Foundation