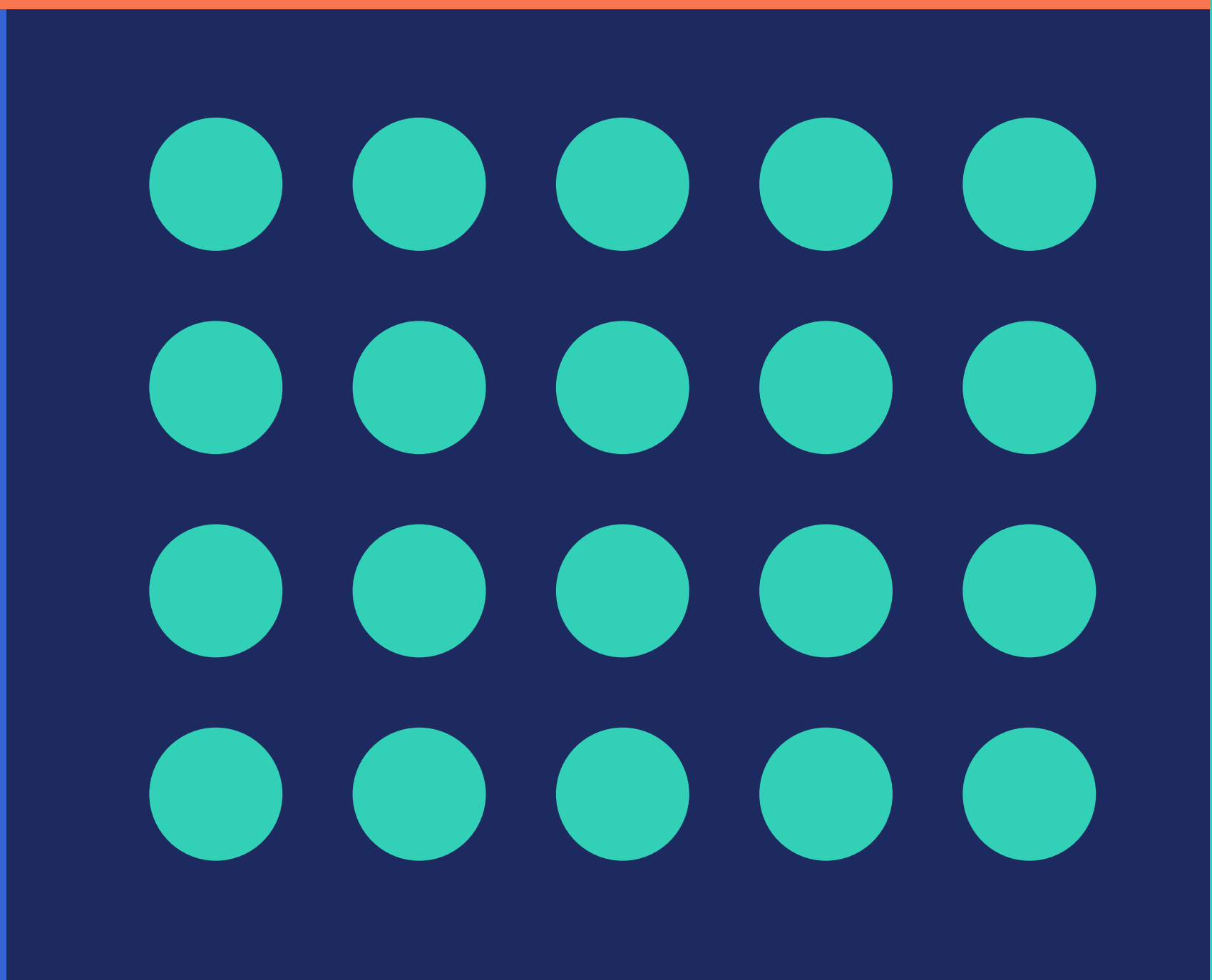


CHECKLIST

5 Ways AI Improves Medicare Advantage Star Ratings



Artificial intelligence (AI) is unlocking new ways to analyze data and aggregate insights, creating a path for Medicare Advantage leaders to improve and maintain their Star Rating. Medicare plans that are working to proactively stay ahead of the competition by focusing on how to retain and attract customers will see powerful benefits.

5 Ways AI Improves Medicare Advantage Star Ratings

- Leverage real-time feedback:** To understand why friction exists, organizations need to establish ways to gather and assess unsolicited feedback, quickly, reliably, and at scale. By listening at scale in real-time, agents and leaders alike can gather member feedback quickly and efficiently.

Key Outcomes:

- Understand what members value and dislike about your plan
- Identify current friction points impacting enrollment and retention issues

- Set strategic prioritization:** AI offers a competitive advantage in being able to strategically direct resources to best enhance and support the member experience, so plans are prepared well ahead of this year's open enrollment period.

Key Outcomes:

- Aggregate reports that highlight trends and improvement over time
- Pinpoint recurring issues, complaints, and barriers
- Quantify how your process is navigated with context

- Automate evaluations:** Monitor calls and ensure that agents are meeting standards, metrics, and helping patients find a solution. By automating these processes, time and human resources are saved, while gaining valuable insights into how agents are performing so adjustments can be implemented.

Key Outcomes:

- Receive scores on call guide adherence, compliance, and sentiment
- Compare insights on agent, line, and center performance for pre and post enrollment calls
- Personalize agent coaching and training opportunities



- **Improve member retention:** With proprietary, healthcare-specific AI, organizations can analyze vast amounts of conversational data and pinpoint the root causes of member dissatisfaction. By anticipating needs and friction points, targeted changes can be made to programs, services, and communications to keep members engaged and loyal.

Key Outcomes:

- Train agents to locate areas for improvement
- Adjust call guides and communication
- Track special event enrollment calls

- **Be proactive:** This year's Star Ratings are already reported. Are you where you want to be? Do you have a plan to maintain your current status? AI can be a proactive measure to cut through the noise to understand what is valued most about the current plan and be invaluable in rising above your competitors.

Key Outcomes:

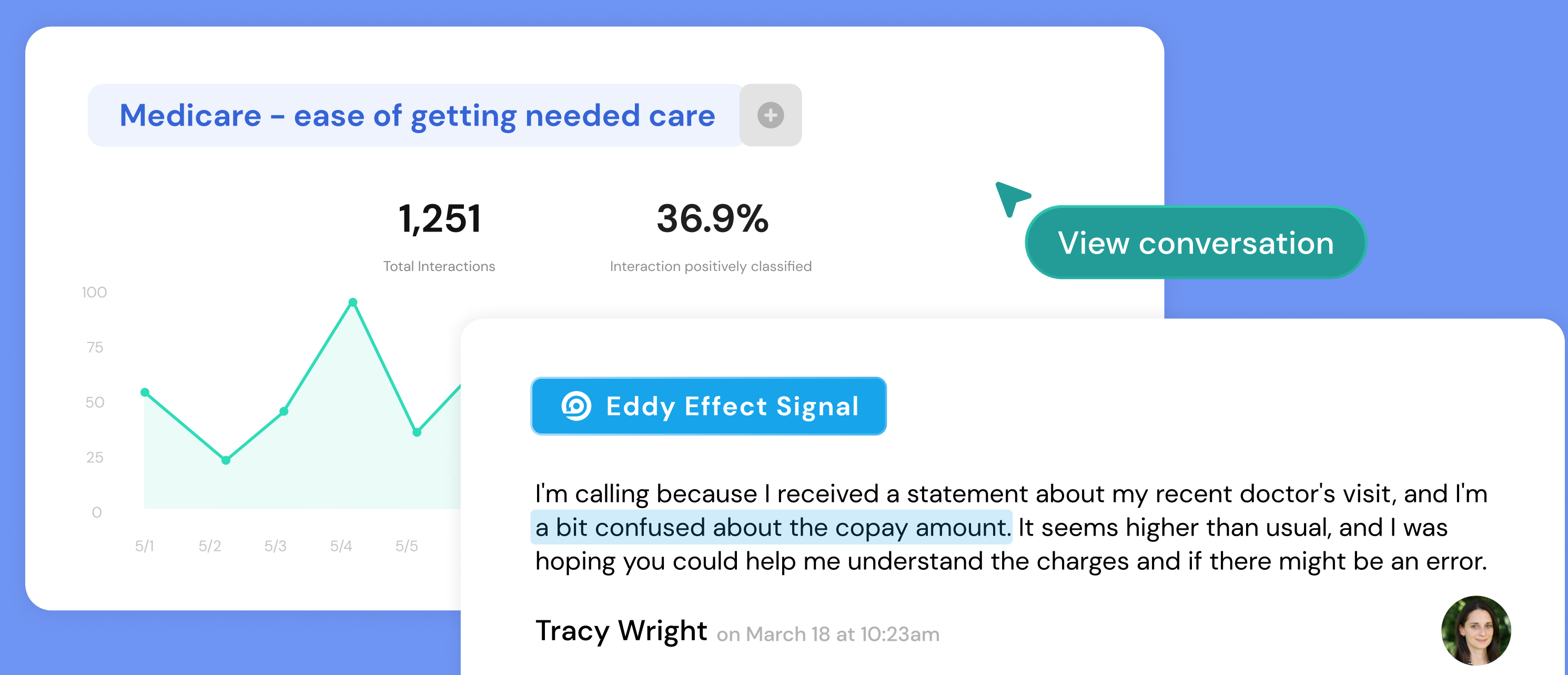
- Adjust offerings prior to the next open enrollment
- Invest strategically to retain members and limit churn

THE TAKEAWAY

It's often challenging to understand the reasons and drivers behind poor performing categories. AI allows Medicare leaders to proactively address member needs and prevent issues from escalating, in turn, improving member satisfaction and loyalty – key components of member retention.

An AI Solution to Improve Star Ratings

[See Authenticix in Action →](#)



About Authenticix

We're on a mission to help humans understand humans. Authenticix was built with Medicare providers in mind to improve quality and retention with an AI-powered solution.

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