



## 2013 Star Ratings Best Practices Webinar Panel Discussion Questions

### 10:30 am - 11:30 am: Identifying Effective Uses for Information Technology

Just like any other record keeping, moving patients' records from paper filing systems to computers with large storage capabilities, to the electronic exchange of information, creates greater efficiencies for patients, providers, and health plans. Additionally, having information electronically provides more data for reporting and real-time analytics.

<u>PANEL MEMBERS</u>	<u>QUESTIONS</u>
<p style="text-align: center;"><b>Cigna Healthcare Arizona, Inc.</b> <i>John Parente (MD), Chief Medical Informatics Officer</i></p> <p style="text-align: center;"><b>Excellus Health Plan, Inc.</b> <i>Gloriela Burns (RN, MS, CHIE), Director of Medicare Care Management</i> <i>Suzanne Brown (RN, MS, MPA), Manager Medicare Quality</i></p> <p style="text-align: center;"><b>Geisinger Health Plan</b> <i>Frederick Bloom (MD, MMM), Chief Medical Director, Care Continuum</i> <i>Richard Bitting (FAHM, CHIE), Vice President, Actuarial Informatics</i></p>	<p>1. A common practice among high performing health plans is a movement toward automating processes and establishing Electronic Medical Records (EMR). Can you give an example of how your organization has automated processes and what efficiencies were created?</p>
	<p>2. As a result of updating IT systems, some plans have been able to generate real-time reports with useful information that is easy to decipher by people at different levels of the organization. What are some benefits you've experienced from automating processes or improved reporting? Compare the before and after.</p>
	<p>3. What are some of the challenges you have faced in implementing improved information technology solutions and how have you overcome those barriers?</p>

### 1:15 pm - 2:15 pm: Conducting Successful Provider Relations

Again, we have individuals from three organizations that will discuss their innovative approaches to managing their providers.

<u>PANEL MEMBERS</u>	<u>QUESTIONS</u>
<p style="text-align: center;"><b>Geisinger Health Plan</b> <i>Raymond Roth (MD, MBA), Chief Medical Officer</i> <i>Jason Renne, Vice President, Network Innovations</i></p> <p style="text-align: center;"><b>Capital Advantage Insurance Company</b> <i>Therese Narzikul, Senior Director, Quality Management</i> <i>Jennifer Chambers (MD), Chief Medical Officer</i> <i>Sandra Murphy, Provider Service Director</i></p> <p style="text-align: center;"><b>University of Pittsburgh Medical Center (UPMC)</b> <i>Stephen Perkins (MD), Vice President, Medical Affairs</i></p>	<p>1. Plans have a vast amount of data, much of it moving to an electronic format. Please provide an example of how your organization successfully shared this information with providers and the benefits of doing so. Additionally, what technological resources have you made available to your providers to help them better manage their patients (for example: electronic eligibility and benefits, e-billing/e-payment capabilities, reporting, etc.).</p>
	<p>2. Do you have any pay-for-performance incentives for your providers? If not, what other approaches do you use to engage your providers?</p>
	<p>3. What proactive measures have your organization implemented to provide better customer service to your providers? In what ways do you seek input and feedback from your providers?</p>



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**3:15 pm – 4:15 pm: Improving Beneficiary Satisfaction and Retention**

However, we all know that member satisfaction can be volatile. Realizing that patient-centered outcomes have taken center stage as a primary means of measuring the effectiveness of health care delivery, these two organizations will discuss their efforts to increase member satisfaction and retention.

### PANEL MEMBERS

### QUESTIONS

#### **Medco Containment Life Insurance Company**

*Rebecca Rabbitt (PharmD), VP, Government Programs Medicare, Medicaid  
Amy Aldighere, Senior Director, Medicare Product & Member Experience  
Loren Stewart, Director Member Experience*

#### **Cigna Healthcare Arizona, Inc.**

*John Parente (MD), Chief Medical Informatics Officer*

1. How does your organization measure member satisfaction and then translate findings into something that will make a difference?
2. How have you integrated providers into helping you achieve higher levels of patient satisfaction?
3. Member retention includes three steps in the membership Lifecycle—Engagement, Renewal and Reinstatement (in our case Reenrollment). How does your organization touch your members at each stage of the membership life cycle?