

BETTER MEDICARE
ALLIANCE

Incentivizing Providers to Help Plans Improve their Star Ratings



Healthfirst

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Healthfirst: Fast Facts

- Not-for-profit HMO in downstate New York sponsored by 15 hospital systems.
- Business model transfers most financial risk to hospital systems and their affiliated community doctors.



1.3 million members
1 in 8 NYC residents is
HF member



78 participating hospitals
37,421 providers
101,685 points of care locations



Founded in 1993
\$9.5 billion in annual
revenue



Largest Medicaid plan
downstate; 2nd largest Statewide
Second largest Medicare
Advantage plan in our market

Quality + Value



Only Medicaid plan in NYC & Long
Island rated

5 stars for quality,
four years in a row



Medicare Advantage plan rated

4-stars for quality in
2015, 2016, and 2017;
3.5 Stars for 2018

Healthfirst Provider Quality Incentive Program

- Launched in 2010 with hospital partners
- Evolved over time to cover all PCPs who meet a minimum panel size
- Covers 95% of Medicare members
- Direct correlation over time between the robustness and reach of the Provider Incentive Program and our improvement in quality ratings across product lines

Lessons Learned

- Program Design
 - Simpler is better
 - Tie directly to Star measures
- Provider Support
 - Data: timely, actionable, comparative
 - Consultative approach to meet the provider where they are
 - Best Practices Forums
- Rewards and Recognition
 - Meaningful monetary incentive
 - Award ceremony
 - Recognition in community papers and social media