CMS Star Ratings and their impact on health insurers, PBMs and retail pharmacy

The CMS five-star quality rating system used to measure Medicare beneficiaries’ healthcare experience continues to undergo changes that have an impact on the revenue, reimbursement and enrollment of healthcare payers.

### What affects rankings?
- Member access to screenings, tests and vaccines
- Member management of chronic conditions
- Plan responsiveness
- Member complaints and service problems
- Patient safety and accuracy of drug pricing
- Customer service

### Low performers suffer
- Competitive disadvantage
- Reputational damage
- Exclusion from bonuses and rebates
- Potential loss of enrollees
- Possible plan termination by CMS

### High performers soar
- No restrictive open enrollment period
- Financial benefits
- Rebates returned to beneficiaries
- Potential market growth

Even though star ratings are not assigned to pharmacies, retailers and pharmacy benefit management (PBM) organizations, these entities play a significant role in improving star ratings in areas such as medication adherence associated with chronic disease categories, customer service and effective care transition.

**Evidence-based content & educational resources**
- 8 out of 10 triple-weighted ratings are related to medication therapy
- Standalone Part D plans, run by PBMs, continue to be a focal point for improvement
- In 2015, millions of dollars in fines were linked to pharmacy benefit violations
- Even though star ratings are not assigned to pharmacies, retailers and pharmacy benefit management (PBM) organizations, these entities play a significant role in improving star ratings in areas such as medication adherence associated with chronic disease categories, customer service and effective care transition.

**Smart solutions empower change.**

- **RELY ON** comprehensive, accurate drug information to make evidence-based decisions, deliver patient-centric care and improve health outcomes.
- **SUPPORT** high-quality care with advanced patient data collection methods that eliminate paper-based forms, provide real-time data and analytic tools to identify areas to improve star ratings.
- **ENHANCE** patient engagement and communication by sharing credible, evidence-based information in the appropriate format, language and literacy level.
- **DRIVE** better outcomes with reference solutions that provide access to the latest and most relevant information for a wide range of clinical criteria, at the point of care.
- **BUILD** patient loyalty and a strong reputation through a website or patient portal with clinician information, institutional branding that distinguishes your organization and a patient-friendly interface for active participation.

**Change is constant in the star rating system.**

The right solutions – and solutions partner – can help you hit the mark.

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