

Powering the Future of Healthcare ▶

## Stars Decision Engine (SDE)

Leverage AI & Machine Learning to execute CMS Stars improvement programs

---



Accelerate “half-star improvement cycle” and transform Stars operations

Prioritize measures based on strategic goals, plans network and membership characteristics

Utilize AI/ML to identify improvement areas enhance the ROI of outreach campaigns

Improve engagement and member / provider satisfaction

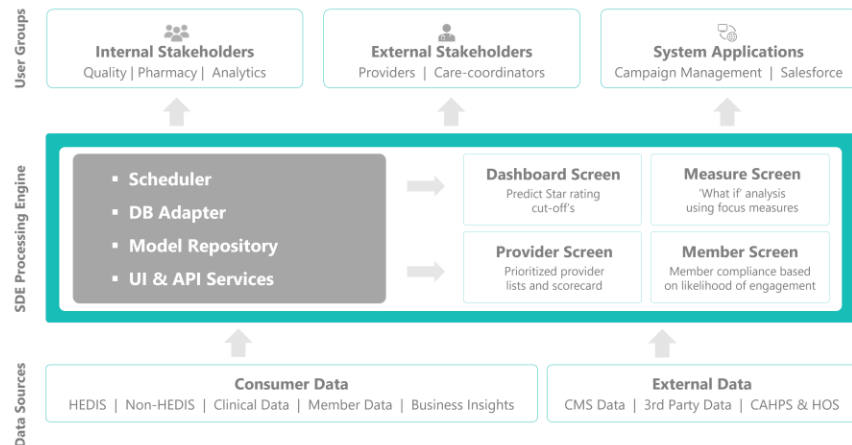
Leverage all available data sources (7-year CMS data, SDoH data, utilization history, outreach data, etc.)

## Stars Decision Engine (SDE): AI/ML driven solution for CMS Star improvement

CitiusTech’s Stars Decision Engine (SDE) is an AI/ML driven platform that provides actionable insights to Medicare Advantage Plans in order to navigate and enhance their annual Star improvement program. The platform empowers MA plans to strategize improvement programs, and stay aligned to changing measures, weights, and cut-points across the CMS Star program.

### SDE: Highlights

- End-of-Year performance projection to identify focus measures and align goals
- Local business intuition, along with historical data for recommended Stars goals
- Determination of optimal path to achieve Stars goal using ‘what-if’ simulations
- Member engagement and provider impact scores based on historical data
- Ability to make decisions on MY and subsequent year simultaneously



SDE Solution Architecture

# SDE: Powered by AI/ML & Human Intuition

CitiusTech's Embedded Intelligence Framework offers an optimized set of AI/ML based recommendation engine that uses business intuition for resource / budget planning, what-if' simulations and suggestions on optimal path to reach the Stars goal.

## Align Incentives & Outcomes

Inform incentive design / cycles for value-based programs based on multitude data sources (clinical, operations).

## Improve Campaign Efficacy

Enhance campaign effectiveness by targeting provider and members using AI/ML models.

## Optimize Narrow Networks

Enhance provider and sub-network level performance with comparative analysis, improvement opportunities.

## Centralize Stars Analytics

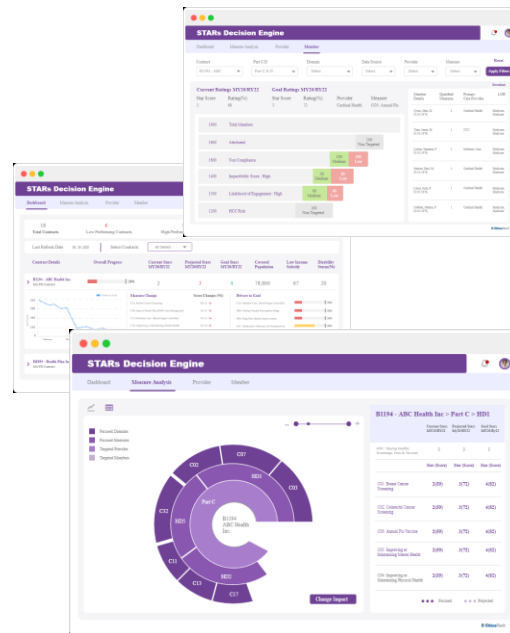
Self-service, intuitive dashboards for Stars operations at all user levels – executive, managers, CSRs, provider relations.

## Optimize Workflows

Avoid multiple outreaches by streamlining network, care management and customer service workflows.

## Design Multi-Year Plans

Operationalize 3-year planning cycles for Stars improvement and optimize resource allocation.



## SDE: Success Story

### Leading Blue Plan in the West

SDE was selected to improve predictive analytics for 'narrow network' execution, by providing ROI-driven recommendations to prioritize actions across 50+ outreach programs.



## About CitiusTech

CitiusTech ([www.citiustech.com](http://www.citiustech.com)) is a leading provider of healthcare technology services, solutions and platforms to over 130 organizations across the payer, provider, medical technology and life sciences markets. With over 5,000 technology professionals worldwide, CitiusTech powers healthcare digital transformation through next-generation technologies, solutions and accelerators. Key focus areas include healthcare interoperability & data management, quality & performance analytics, value-based care, omni-channel member experience, connected health, virtual care coordination & delivery, personalized medicine and population health management. CitiusTech has two subsidiaries, FluidEdge Consulting ([www.fluidedgeconsulting.com](http://www.fluidedgeconsulting.com)) and SDLC Partners ([www.sdldapartners.com](http://www.sdldapartners.com)), with deep expertise in healthcare consulting and payer technologies, respectively. CitiusTech's cutting-edge technology expertise, deep healthcare domain expertise and a strong focus on digital transformation enables healthcare organizations to reinvent themselves to deliver better outcomes, accelerate growth, drive efficiencies, and ultimately make a meaningful impact to patients.

Princeton | Rochester | Dallas | Boston | Philadelphia | Pittsburgh | Clarksville | Ontario | Mumbai | Airoli |  
Pune | Bengaluru | Chennai | Hyderabad | Gurgaon | London | Dubai | Singapore

[www.citiustech.com](http://www.citiustech.com)

