

Powering the Future of Healthcare

CitiusTech

Stars Decision Engine

AI/ML solution that drives ROI-based decision-making to support CMS Star Ratings Improvement



CMS Star Ratings: Key Challenges

Annual changes to measures, weights, and cut points make it difficult to strategize your Stars improvement program goals and strategies.

But, it's more complicated than that. There are other Stars related hurdles to overcome:

- ▶ Knowing how an increased emphasis on member experience measures will affect you
- ▶ Enterprise-wide coordination and planning for Stars analytics doesn't have enough structure or consistency
- ▶ CMS cut points requires guesswork for most of the performance year
- ▶ Campaign performance isn't transparent and is hindered by fragmented workflows

Health Plans need to invest in people, processes & technologies that can automate insight generation for Stars improvement



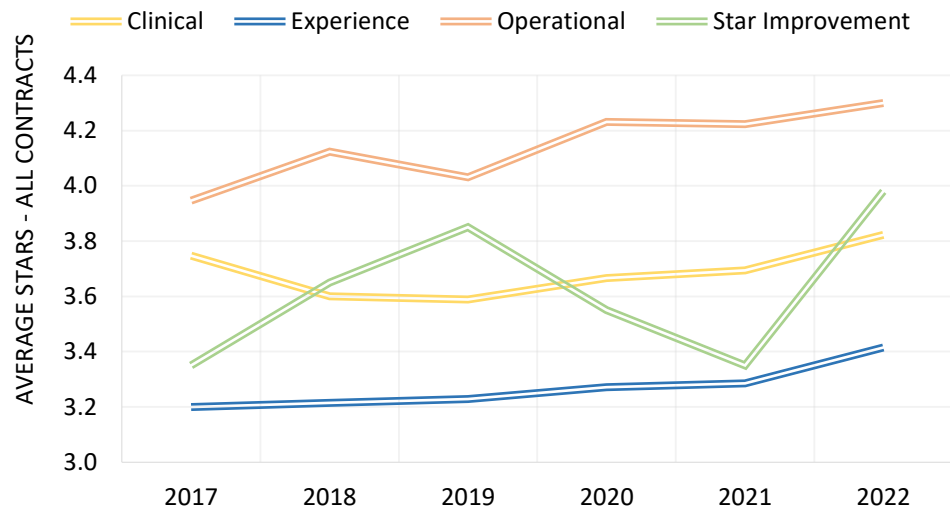
CMS Star Ratings: Program Evolution

While CMS is significantly increasing weightage of Member Experience measures by 2023 - to nearly 55% - health plans have an opportunity to take control of a domain where most have underperformed the past few years.

Beyond member experience, payers can maximize ROI from improvement initiatives by streamlining workflows and prioritizing campaign outreach to impact domains that were traditionally beyond a payer's control.

The right mix of automation and analytics will provide accurate and timely insights to focus your time and resources on strategies and actions that will have a meaningful and measurable effect on Star Ratings.

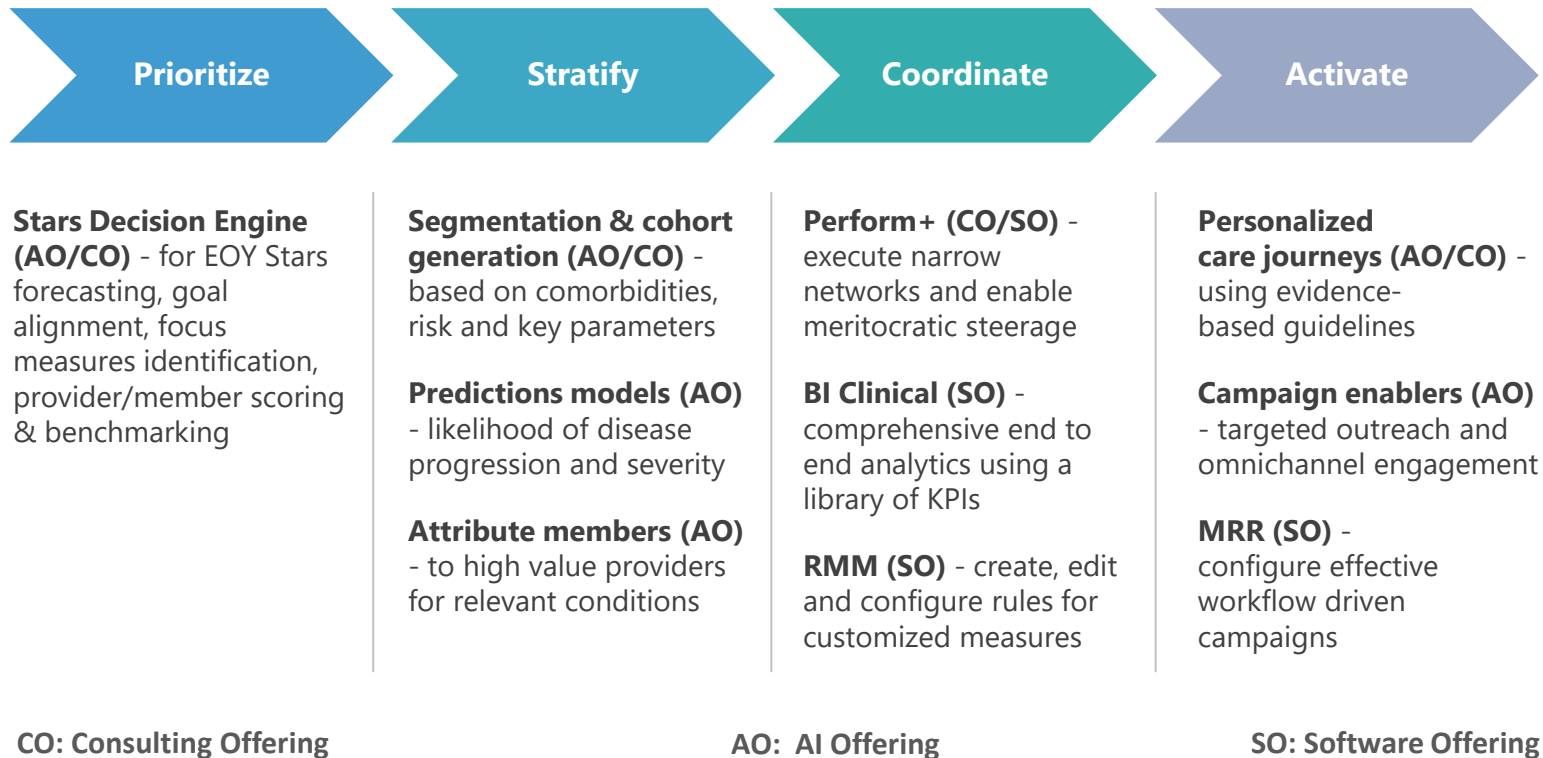
YOY AVERAGE STARS BY DATA SOURCES



Health plans can have clear insights and direction to maximize experience-related measures and capitalize on CMS' increased weighting by 2023.

CitiusTech Approach: Embedded Intelligence Framework for Stars Improvement

We recommend an iterative and comprehensive framework that enables strategic action to achieve specific, measurable rating improvements across four areas. CitiusTech's Embedded Intelligence Framework offers an optimized set of components & accelerators to simplify the journey towards Stars improvement.

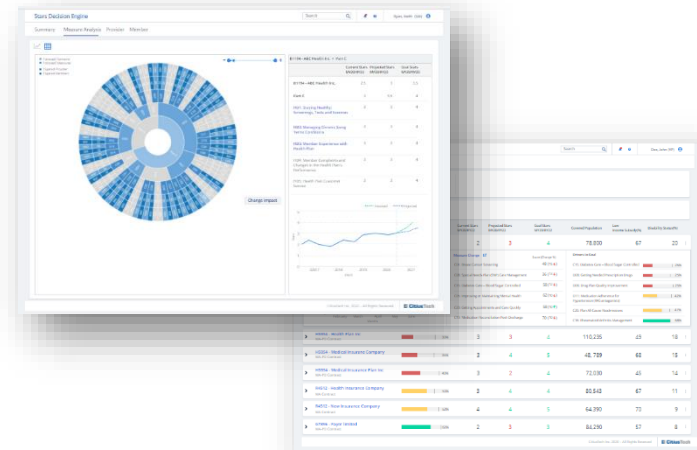


Stars Decision Engine: Solution Overview

CitiusTech's Stars Decision Engine is a unique AI/ML driven solution for Medicare Advantage Plans to drive their CMS Star improvement programs and achieve rating goals

SDE provides a unified view to track performance across all contracts, including performance trends and benchmarks. Actionable insights and strategic decisions are directly tied to historical data, predictive analytics, and bespoke recommendations.

- ▶ **Projects End-of-Year Performance** - to identify target measures and focus areas
- ▶ **Aligns Strategies for Star Ratings** - by leveraging business intuition for optimal resource & budget planning
- ▶ **Recommend Goals for Measures** based on 'what-if' analysis of influencing factors and suggestions on optimal path to achieve Stars improvement
- ▶ **Prioritizes Provider & Member Lists** on those that have high potential for performance improvement



SDE serves as a comprehensive decision library that optimizes enterprise-wide Stars related campaigns and business processes by incorporating business insights and predictive analytics

CitiusTech's Stars Decision Engine centralizes historical data from varied information sources such as CMS, census, plan history, claims and blends this with local business intuition, to offer quantifiable improvements across prioritized measures and campaigns.



About CitiusTech

CitiusTech (www.citiustech.com) is a leading provider of healthcare technology services, solutions and platforms to over 100 organizations across the payer, provider, medical technology and life sciences markets. With over 5,500 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) and SDLC Partners (www.sdlcpartners.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.

5,500+
healthcare IT professionals

\$320 Mn+
worldwide revenue

120+
healthcare clients

70+
NPS - highest in the industry!



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