



SUCCESS STORY

Member Engagement and Consumer Satisfaction: How We Impact CAHPS and HOS Scores



CHALLENGE

Improving member experience measures is critical for achieving higher Star Ratings. Yet, influencing these scores—and consumer satisfaction in general—in defined, measurable ways can be a challenge. One thing we do know is that when compared to other industries, health plans tend to have some of the lowest Net Promoter Scores (NPS) around. This measure of consumer satisfaction is based on how likely people are to recommend a company to others and is an important indicator of satisfaction.

So how can health plans build trusting, positive relationships with members and, at the same time, boost CAHPS and HOS scores? Read on.

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Solution

At Icario, we believe health plans have an opportunity to improve satisfaction by surprising and delighting each member with engagement programs. Typically, low-NPS companies share the same characteristics: confusing billing practices, limited or poor customer support, low trust and negative brand perception, and poor customer experience.

On the other hand, high-NPS companies share traits related to successful engagement programs: They lower barriers of complexity and inconvenience, deliver timely and personalized messaging, and offer extrinsic value (in the form of rewards, for example) that ultimately leads to a trusted, intrinsic relationship.

As we've seen in our work over the years with one of our large Medicare Advantage clients, these similarities and approaches are telling and bear significant results. After launching a member engagement program built on the high-NPS characteristics listed above, the plan saw a measurable and meaningful lift in member satisfaction scores like NPS. This correlates favorably to CAHPS and HOS scores as well as retention and overall brand perception.



Results

The plan achieved success with its member engagement program as it strengthened communication and connection. As a result, the likelihood of members recommending the health plan increased from 32% to 43%.

This should come as no surprise: An engaged member who has frequent, positive interactions with their plan is far more likely to express satisfaction in a survey. Because, ultimately, engagement builds a trusting, two-way relationship with members—placing them at the center of the healthcare experience.



Insight

Health plans that strengthen engagement can directly impact satisfaction and build a more solid, trusting relationship with members, ultimately improving quality and satisfaction measures like CAHPS and HOS scores. Health action programs personalize the member experience with timely communications and unique offerings (like rewards and incentives) to generate higher NPS and better overall ratings.



Get started with an Icario health action program today!
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