

CASE STUDY

Improving CAHPS® Performance with Predictive Analytics

Member experience plays a critical role in shaping CAHPS performance, which directly impacts health plan ratings and reimbursements. Plans can improve member satisfaction and CAHPS performance by identifying at risk members of negative responses and deploying targeted proactive interventions.

Goal & Partnership

A leading managed care organization serving ~20 million members across 16 states partnered with mPulse to leverage innovative technology to enhance member experience and health outcomes while protecting costs. By harnessing behavioral insights and deploying targeted member outreach, the plan improved CAHPS performance and Medicare member satisfaction, driving likelihood of favorable CAHPS survey responses.

Solution

- 1. Predictive Modeling:** Deployed predictive models assessed data on 541,316 members across 13 H plans. Analysis identified which cohorts were most to least likely to respond negatively across key CAHPS performance measure areas: Plan Satisfaction, Drug Plan Satisfaction, Access, and Provider Satisfaction.
- 2. Segmented Targeting:** Members flagged for high risk of negative response were proactively outreached directly by a plan representative to assess and address needs. Members least likely to respond negatively were sent direct mailers to ensure the relationship remained positive.
- 3. Pre-CAHPS Survey:** Following outreach efforts, a mock CAHPS survey was deployed to members to assess intervention success leveraging predictive models.

mPulse, a leader in digital solutions for the healthcare industry, is transforming consumer experiences to deliver better, more equitable health outcomes. By combining AI-powered analytics, omnichannel outreach and digital health navigation technology, mPulse creates personalized health journeys and provides advanced insights to power collaboration across the healthcare ecosystem. With over a decade of experience and 4 billion consumer touchpoints annually, mPulse is the trusted engagement partner for over 400 healthcare organizations. To learn more about mPulse's programs and capabilities, visit mpulse.com or reach out to us directly at info@mpulse.com.

Results

PERFORMANCE MEASURES IMPROVEMENT

↑ 1.3pp

Plan Satisfaction related measures improvement

↑ 1.6pp

Access related measures improvement

↑ 3.8pp

Drug Plan Satisfaction measures improvement

↑ 4.7pp

Provider Satisfaction measures improvement

POPULATIONAL IMPROVEMENT

↑ 12pp

Increase in positive responses from DSNP members