VitalData TECHNOLOGY

Solution Brief

MEDICAID MANAGED CARE PLANS

Make faster and better decisions about member health with an AI-driven, real-time analytics platform that turns data insights into action.

Payers must make strategic investments now to stabilize and grow their Medicaid business in the long term. Initiatives include:

Improve Star Ratings
Leverage data analytics to pinpoint and address specific areas requiring improvement.

Invest in Technology to Boost Efficiency
Harness data fluidity and automated workflows to streamline operations, reduce administrative burdens, and enhance patient care delivery.

Focus on Clinical Measures
Enhance care coordination among both providers and members while continuously monitoring and improving clinical performance.

Increase Member Engagement
Cater to individual member needs and preferences by utilizing digital platforms to facilitate ongoing interaction and feedback.

Medicaid plans need to proactively manage disease progression and chronic conditions for their populations, while keeping costs down and remaining compliant. With Affinitē, Medicaid plans can use predictive models to identify vulnerable and high-risk members, and intervene earlier in the treatment process to positively impact health outcomes and minimize costs.

Medicaid by the numbers:

- **MA enrollment is expected to reach 35.7 million in 2025, or approximately 51% of all people enrolled in Medicare.**
- **Annual growth in MA membership is expected to slow from over 8% in 2022 to about 3% in 2031.**
- **MA rates declined 1.12% in 2024, marking the first decline since 2015 and translating to a loss of $150 per member per year.**
- **In 2023, 72% of MA members were enrolled in plans with Star ratings of four or more, down from 90% of members in 2022.**
- **Nearly 90% of Star measures have improved in population-wide performance since 2014.**

Sources: CMS.gov, 2024; McKInsey & Company, 2024; KKF 2024

"The strategic decisions MA plans make NOW will determine their ability to compete and succeed as the market faces more disruption."

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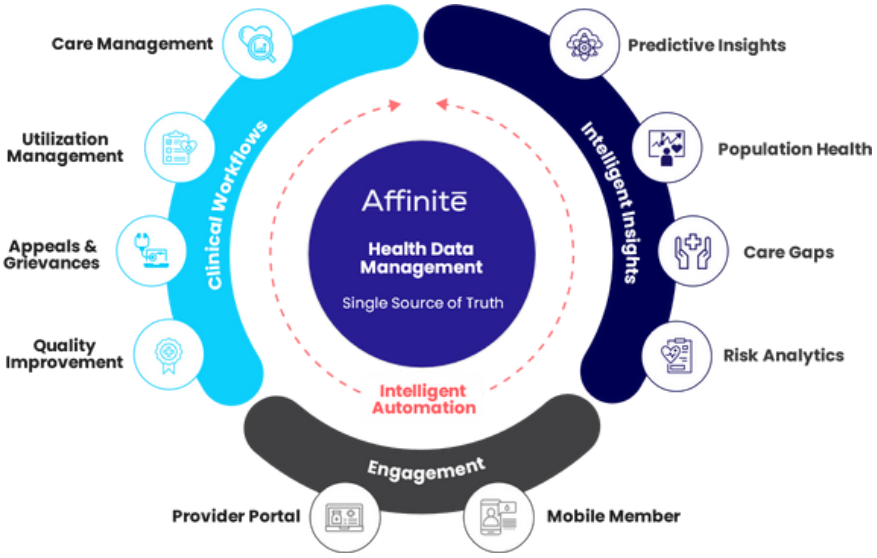
Leverage a robust, AI-driven analytics platform with intelligent automation for precise and personalized member care

With Affinitē, MCOs Can:

- Unsilo data across the enterprise with a **unified member view** for true interdisciplinary member management.
- Leverage **predictive analytics and data science** for preemptive identification and stratification of members with rising risk.
- **Automate prior authorization** with an intelligent, AI-driven UM solution recognized by Gartner.
- **Streamline clinical workflows** with an advanced rules engine for fully automated routing of members to CM work queues for next best action.
- Align with the latest Star Rating Measures with a **HEDIS certified vendor** and advanced care gap analytics.
- Improve member engagement with an **integrated provider portal and member mobile app.**

Our fully-integrated suite of products leverage data science and AI to bring optimal care coordination across the entire Medicaid entire health care ecosystem, including managed care, exchanges, LTSS, dual eligibles, and home care.



Affinitē in Use:

Our client, a leading regional health plan, wanted to improve outcomes and reduce costs for both mental and physical health. Specifically, they wanted to:

- Identify their high-risk populations and provide a 360-degree view of members.
- Risk stratify their member population for specific actionable interventions.
- Provide more timely insight into care gaps and push gaps to CRSPs, members, and caregivers.

31.5%
average improvement across all behavioral health measures

600%
largest single measure increase

86.6%
of measures achieved positive increases

After one year of using Affinitē to stratify, segment, pinpoint actionable interventions for members, the plan was able to realize improvements across 13 of the 15 measures.

Measures included: ADD, AMM, APM, APP, BCS, CBP, CCS, FUH, FUM, IET, PCR, SAA, SMD, SPR, SSD