IQVIA

Boost your STARS Ratings with IQVIA's Advanced AI and Unparalleled Data

Improve STARS and Quality with NLP

IQVIA is uniquely placed in the healthcare industry in its ability to provide Payers with solutions that combine leading artificial intelligence solutions with unparalleled data. With technology and data tailored to healthcare, these solutions can be used to evidence and improve quality of care, and impact STARS ratings.

Apply your unstructured data to improve currently lagging STARS measures and HEDIS measures.

MEASURE ID	MEASURE NAME	STAR AVERAGE
C12	Controlling blood pressure	3.5
C25	Health plan quality improvement	2.6
C13	**Reducing the risk of falling**	**2.9**
C03	Annual Flu Vaccine	3.2
C04	Monitoring physical activity	3.2
C14	Improving bladder control	3.2

CMS defines the methodology and reports the metrics associated with STARS ratings and the national STAR average for each measure. There are a number of measures that are nationally low but could be improved dramatically by applying our AI and Natural Language Processing (NLP). IQVIA works with Payers to identify and prioritize measures to be improved.

NLP can be used both to improve data capture and performance directly (such as in breast cancer screening) – or to identify members who have been screened in hospitals – but have not had this documented in discrete or questionnaire data.

'Reducing the Risk of Falling' is both a STARS measure, and a HEDIS measure which scores low nationally. Payers can apply IQVIA's NLP solution to leverage existing unstructured data to identify members with completed screening beyond CPT codes alone. Our clinically intelligent NLP solution can process millions of clinician notes per hour (such as CCDA, HL7, FHIR, XML, csv…) and identify evidence that members who have had completed fall risk screenings.
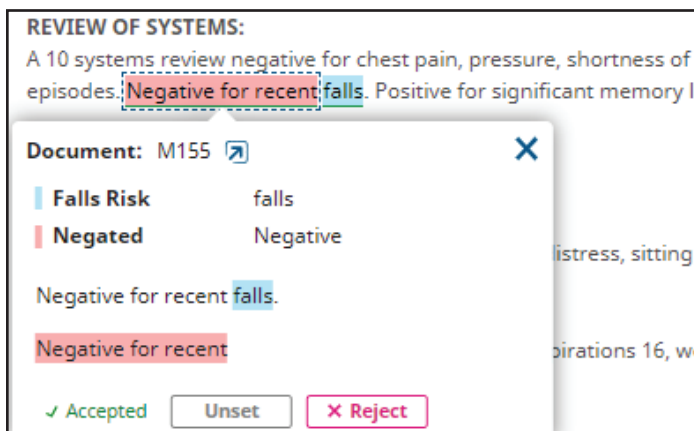
In one customer, IQVIA NLP identified 70% more members with completed fall risk screenings as compared to relying on CPT codes alone.

Integrating the information from unstructured sources, with existing structured data, the health plans are able to demonstrate improved numerators in their quality measures, and identify members at risk of falls who require screening, enabling targeted outreach to both the members and their primary care givers.

BUSINESS VALUE

- Improves STARS ratings, leading to higher reimbursement rates

- Documented audit trail

- Audience segmentation for omnichannel communications for member and provider

- Improved chart review efficiency

- Mitigate against staff turnover

Figure 1 – IQVIA NLP Human Assisted Review Tool for Falls Risk

REVIEW OF SYSTEMS:
A 10 systems review negative for chest pain, pressure, shortness of episodes. Negative for recent falls. Positive for significant memory l

Document: M155

Falls Risk   falls
Negated   Negative

Negative for recent falls.

Negative for recent

✓ Accepted   Unset   ✕ Reject

IQVIA's AI can be applied to additional quality measures such as **'Annual Flu Vaccine'**, controlling blood pressure and diabetes control, enabling impact across many different STARS ratings.

Targeting measures with the lowest scores can have the impact to overall plan scores, with a lower effort than measures currently at a 3.5 or 4.0.

A significant benefit in using IQVIA's AI and NLP technologies is that they are not "black box" solutions, and can be applied to various other areas where you are looking to get information and value from unstructured data sources. The same technology can be used across areas such as risk adjustment member experience and beyond.

Improve STARS with IQVIA Data

Member Experience
Using IQVIA NLP you can mine your call center and clinical data to build a more comprehensive 360-degree view of the member. For example, NLP can analyze member data to understand their health goals and preferences, allowing for more personalized communications. By understanding member segments better, payers can tailor their communication, outreach, and care management strategies to improve engagement, member satisfaction, and health outcomes.

Medication Adherence
Measures related to medication adherence, such as Medication Adherence for Hypertension (Part D) and Medication Adherence for Diabetes (Part D), often pose challenges for health plans. Non-adherence to prescribed medications can lead to suboptimal health outcomes and increased healthcare costs. Health plans may focus on interventions to improve medication adherence and close gaps in this area.

Automate fraud detection
NLP and AI can scan and analyze claims data and clinical notes to identify patterns that suggest fraud. Free up staff from doing manual reviews and let technology focus staff efforts on scenarios that are most likely to be fraudulent or abusing the system. IQVIA offers an additional analytic solution focusing specifically on OPIOD abuses.

Improve clinical decision support
NLP can be used to improve clinical decision support (CDS) tools. For example, plans can use NLP to analyze medical records to identify patients who are at risk for certain conditions. This information can then be used to generate personalized alerts and recommendations for providers.

SDOH and Health Equity
The healthcare industry, along with federal government agencies, are increasing focus on the disparities in healthcare services and outcomes among populations. There are several new regulations announced for screening and collecting health equity and social determinants of health data, as well as updates to NCQA-defined data for HEDIS reporting and new Health

"There are so many uses of unstructured data in a health plan that NLP must be a core competency. [IQVIA NLP] has accelerated our adoption of NLP across multiple business areas without needing to hire high cost AI/NLP experts"

— Director IT, Large Health Plan

Equity Index reports to CMS. **IQVIA's AI for SDOH has been shown to increase capture of SDOH by over 300X versus billing data**, and has recently won the **AI Breakthrough award 2023 for** [best AI solution in Healthcare](#).

Enhance product and ancillary benefit design
As NLP scans and mines data, it will build on to your existing member view. In the competitive Medicare Advantage market building out ancillary offerings can be a major differentiator. Knowing the member population that has a food insecurity or transportation issue (can't get to the doctor), you will be able to assess what areas need based on your actual member information. Think about being able to know that a certain county has a significant food security issue, then offering a higher dollar grocery card in that county. This information not only gets new sales but help retain the members that you worked so hard to get by providing the benefits they want.

IQVIA Healthcare Solutions — The right data to make the right decisions

Winner of [Best AI-based Solution for Healthcare 2023](#)

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