



THE 15TH ANNUAL RISE STAR RATINGS MASTER CLASS
DECEMBER 8-10, 2024
SCOTTSDALE, AZ

PAST AGENDA

SUNDAY

MONDAY

TUESDAY

TIME ZONE: MST

SUNDAY - DECEMBER 8, 2024

	Registration Open
	Location: Alhambra Ballroom Foyer
8:00 AM	Preconference Workshop Registration Desk Hours: 8:00AM - 1:30PM
5:30 PM	Additional Registration Required
	Main Conference Registration Desk Hours: 1:30PM - 5:30PM
9:00 AM	Workshop A: Deep Dive into HEDIS Quality and Stars Data
	Location: Valencia Ballroom A - B
	*Additional Registration Required
	<ul style="list-style-type: none">• Dive into the data sources of HEDIS, Stars, and other quality programs• Explore how to get the right data and use it the right way, identifying new data sources that can help and validating it as complete• Review rates and examine data sources behind calculations, from claims and enrollment data to surveys, and exclusion databases, and more• Discuss data sources, how to know it's correct, and how to improve it to ensure rates are accurate• Gain a deep knowledge of data needed to successfully deliver an on-time an accurate HEDIS submission• Understand why your Stars results may differ from what CMS tells you they are• Learn how to bring in new data sources to successfully report the new clinical measures
	Melissa Smith, <i>Founder, Senior Advisor</i> Newton Smith Group

12:30 PM

Liz Carr, *VP of Product Delivery & Customer Experience*
Ingenia

12:30 PM

Networking Lunch (Preconference Workshop Attendees Only)

1:30 PM

Location: Sevilla

1:30 PM

Workshop B: Stars Math and Strategy: Work Smarter, Not Harder

Location: Valencia Ballroom A - B

****Additional Registration Required***

- Build a foundation of Stars knowledge together and recognize that true success lies far beyond the basics, focusing on foundational measures but also broad performance levers unique to Stars that have the potential to add or subtract dozens of points to your overall Stars score
- Examine performance levers including the 5-weighted Quality Improvement (QI) measures, the Reward Factor (RF), and the upcoming Health Equity Index (HEI)
- Take advantage of best-practice strategies that exist across the different domains and discuss innovative examples to apply immediately
- Receive a customized plan-specific workbook that evaluates the basic and advanced Stars applications and how they apply to your specific contract(s)

Nate Lucena, *Chief Strategy & Analytics Officer*

Rex Wallace Consulting

Angelo Rexach, MS, *Medicare Star Ratings Policy and Analytics Consultant*

Rex Wallace Consulting

Jennifer Nguyen, MPH, CHES, *Star Ratings Consultant*

Rex Wallace Consulting

Paige Caprara, *Quality Improvement Consultant*

Rex Wallace Consulting

Mick Twomey, *Chief Executive Officer*

Hyperlift

Josh Renken, *President*

Hyperlift

Phil Collins, *Director, Customer Success*

Hyperlift

5:00 PM

5:00 PM

6:00 PM

Welcome Reception (All Conference Attendees Invited)

Location: Alhambra Ballroom

Join us for drinks, hors d'oeuvres, and face-to-face networking with peers.

MONDAY - DECEMBER 9, 2024

7:45 AM

5:00 PM

Registration Open

Location: Alhambra Ballroom Foyer

7:45 AM

6:00 PM

Exhibit Hall Open

Location: Alhambra Ballroom

7:45 AM

8:45 AM

Networking Breakfast

Location: Alhambra Ballroom

8:45 AM

9:00 AM

9:00 AM

10:00 AM

Welcome Remarks

Location: Valencia Ballroom A-B

Daniel Weaver, SVP Stars and Quality

Zing Health

Stars Shine Brightest in the Dark: Finding Productive Joy

Location: Valencia Ballroom A-B

- Shift culture positively
- Take talents into consideration
- Activate your voice
- Recognize your people

Dr. Christie McMullen

CEO: AIM...Analyze, Improve, Move

10:00 AM	<div><div><div>Regulatory Update: The Latest, Greatest, and Weightiest Stars Changes for 2025</div><div>Location: Valencia Ballroom A-B</div><div><div><div><div><div></div></div><div><div></div></div></div><div><div><div>• Unpack the latest finalized and proposed Star Ratings changes as well as the implications for health plans</div><div>• Turn regulatory requirements into opportunities to address care caps, improve member experience, and reduce disparities</div><div>• Recognize the financial implications of upcoming changes and how to optimize quality improvement dollars</div></div></div><div>Ana Handshuh, <i>Principal</i> CAT5 Strategies</div><div>Melissa Smith, <i>Founder, Senior Advisor</i> Newton Smith Group</div></div></div></div></div>
10:50 AM	
10:50 AM	Networking Break
11:10 AM	Location: Alhambra Ballroom
11:10 AM	<div><div><div>Unpacking 2024’s Star Ratings CMS Legal Action</div><div>Location: Valencia Ballroom A-B</div><div><div><div><div><div></div></div><div><div></div></div></div><div><div><div>• Discuss the latest updates on the CMS Stars-related lawsuits, including any appeals underway</div><div>• Recognize how the lawsuits impacted plans in 2024 and what they mean for the future of the Star Ratings program</div><div>• Discuss the steps plans can take to challenge CMS when they disagree</div></div></div><div>Daniel Weaver, <i>SVP Stars and Quality</i> Zing Health</div><div>Rex Wallace, <i>CEO</i> Rex Wallace Consulting</div></div></div></div></div>
12:00 PM	
12:00 PM	Networking Lunch
1:00 PM	Location: Alhambra Ballroom

Concurrent Sessions 1:00 PM - 1:45 PM

- Track A: Jack Newsom, ScD, Partner, Engagys
- Track B: Mallory Mueller, BSN, RN, Vice President of Population Health and Equity, Healthmine
- Track C: Ryan C. Dodson, CRC, Chief Operating Officer/Co-Founder, New Vision Healthcare Solutions

Track Chairs:

1:00 PM

Track A

The Constellation for Success; Charting a Path to Five Stars

Location: Valencia Ballroom A-B

- Discuss three key strategies to improve HEDIS Star performance
- Learn specific tactics for triple-weighted PCR interventions and opportunities
- Review provider engagement strategies that improve patient care, close care gaps, and achieve numerator compliance

Stephen P. Winn, CPHQ, *Senior Director, Quality*
Permanente Medicine

1:45 PM

1:00 PM

Track B

Closing Care Gaps by Motivating Member Behavior Change

Location: Valencia Ballroom C

- Explore a framework to apply principles of behavioral science to your strategy for addressing care-gap closure
- Put principles into practice and discover how healthcare companies can take action to close care gaps using behavioral science
- Learn the science behind member motivation and how it applies to improving health outcomes across the board

Kate Wolin, ScD, *Senior Advisor*
Wellth

Katie Martin, *Vice President, Quality*
Baylor Scott & White Health Plan

1:45 PM

1:00 PM

Track C

Panel: Moving the Med Adherence Needle

Location: Sevilla

- Discuss how plans can successfully get resources they need, especially for health equity stratification
- Explore what innovative approaches health plans are implementing that are showing signs of success
- Explore how AI and behavioral science can be used to improve medication adherence

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Moderator:

Kempton Presley, MPH, MS, *Chief Strategy Officer, Office of the President, AdhereHealth*

Adjunct Professor, Data Science, Vanderbilt University

-

Panelists

Kyra Valdez-Shipp, RN, MSN, CCM, *Founder & Principal*

Peak Performance Solutions Group

Melissa Skelton Duke, PharmD, MS, BCPS, FAPhA, *Executive Director, Stars Strategy*

Banner Medicare Advantage Health Plans

1:45 PM

1:45 PM

Transition Break

1:50 PM

Concurrent Sessions 1:50 PM - 2:35 PM

Track A: Jack Newsom, ScD, Partner, Engagys

Track B: Mallory Mueller, BSN, RN, Vice President of Population Health and Equity, Healthmine

Track C: Ryan C. Dodson, CRC, Chief Operating Officer/Co-Founder, New Vision Healthcare Solutions

Track Chairs:

1:50 PM

Track A

You CAN Do It!: A Simpler Approach to Stars

Location: Valencia Ballroom A-B

- Recognize how Stars Strategy teams can partner with their data SMEs to optimize Stars management
- Build your annual Star team workplan according to your team’s level of maturity—and learn how to take your program to the next level
- Explore a few simple approaches to projecting cut-points and learn how to make meaningful projections
- Channel your inner Sherlock Holmes and use analytics to support your arguments to leadership or CMS

Katherine Lanza, MPH, *Manager, Medicare Stars*
Blue Shield of California

David Kao, *Principal Program Manager, Clinical Quality*
Blue Shield of California

2:35 PM

1:50 PM

Track B

The Journey to 100%: How CareFirst Earned Perfect Compliance on a Critical Quality Measure

Location: Valencia Ballroom C

- Understand what the Call Center - FLL/TTY Availability measure is and why it’s one of the easiest measures to influence if you have the right internal prioritization
- Hear from CareFirst on how it reached 100% compliance with the measure through a strong oversight program and a strategic consultative partnership, and the impact it had on the plan’s Star Ratings
- Identify next steps to implement operational changes that will help your organization improve on this measure

LaShawn Moore, Project Manager, Stars, Quality, and Risk Adjustment
CareFirst BlueCross BlueShield

Ana Berridge, Executive Advisor, Consulting and Professional Services
Healthmine

2:35 PM

1:50 PM

Track C

Unifying Risk and Quality: Strategies for Success

Location: Sevilla

- Implement a top-down strategy and securing organizational buy-in for cohesive risk and quality management
- Coordinate inter-departmental efforts and aligning resources for effective outcomes
- Leverage data to drive actionable insights and streamline operational processes

Elissa Toder, *VP of Quality Improvement Strategies*

Reveleer

Jessica Columbus, LVN, CCS-P, CRC, CPHQ, *VP, Value Based Care Operations*

2:35 PM **Memorial Herman Health Plan/Apex Health Solutions**

Concurrent Sessions 2:35 PM - 2:50 PM

- Track A:** Jack Newsom, ScD, Partner, **Engagys**
Track B: Mallory Mueller, BSN, RN, Vice President of Population Health and Equity, **Healthmine**
Track C: Ryan C. Dodson, CRC, Chief Operating Officer/Co-Founder, **New Vision Healthcare Solutions**

Track Chairs:

2:35 PM Track A
Tools & Tech Spotlight

Location: Valencia Ballroom A-B

Leading service providers will showcase their offerings in a quick-pitch setting. Evaluate the latest and greatest tech tools to bring back to your organization.

Eddie Maria, *Head of Sales*
Birdsong Hearing Benefits

2:50 PM

2:35 PM Track B
Tools & Tech Spotlight

Location: Valencia Ballroom C

Leading service providers will showcase their offerings in a quick-pitch setting. Evaluate the latest and greatest tech tools to bring back to your organization.

Nick DiMauro, *Director of Sales*

Medline

2:50 PM

2:35 PM Track C
Tools & Tech Spotlight

Location: Sevilla

Leading service providers will showcase their offerings in a quick-pitch setting. Evaluate the latest and greatest tech tools to bring back to your organization.

Carmen Martinez, MSN, RN, NI-BC, CCM, CPHQ, *Product Manager*
MedOrion

2:50 PM Dave Burianek, Senior Vice President
MedOrion

2:50 PM Networking Break
3:10 PM

Location: Alhambra Ballroom

Concurrent Sessions 3:10 PM - 3:55 PM

Track A: Jack Newsom, ScD, Partner, Engagys
Track B: Mallory Mueller, BSN, RN, Vice President of Population Health and Equity, Healthmine
Track C: Ryan C. Dodson, CRC, Chief Operating Officer/Co-Founder, New Vision Healthcare Solutions

Track Chairs:

3:10 PM Track A
Prepare a Winning HEDIS Star Strategy for Today and Tomorrow
Location: Valencia Ballroom A-B

- Learn how to leverage digital clinical data sources, case management data, HRA data, and cross-cutting and measure-specific exclusion data mining
- Discover how to be successful on the current and future ECDS Star measures
- Review improvement strategies for all current HEDIS Star measures and future HEDIS Star measures

Katharine Iskrant, Practice Leader
Healthy People, Inc.

Rhonda Farrar, Clinical HEDIS Supervisor
Healthy People, Inc.

3:55 PM

3:10 PM Track B
Case Study: Leveraging Digital Chart Data to Bridge the Gap: Optimizing Risk Adjustment and Quality Performance
Location: Valencia Ballroom C

- Understand the importance of accurate risk adjustment and quality performance in healthcare
- Develop strategies to automate and streamline processes to improve efficiency and overall performance in risk adjustment and quality operations
- Adhere to regulatory requirements and mitigate compliance risks specific to digital retrieval efforts

Shannon I. Decker, PhD, MBA, MBA, MEd, MEd, Founder & CEO
VBC One

Arlene Godinez, *Sr. Program Manager*

3:55 PM

VBC One

3:10 PM

Track C

Building Healthy Communities through Health Equity

Location: Sevilla

- Discuss opportunities to serve underserved communities and populations
- Develop outreach efforts to increase engagement and activation
- Learn how to promote culturally and linguistically appropriate care to diverse communities

Moderator:

Darren Wethers, *CEO*

Wethers Consulting, LLC

Panelists:

Traco Matthews, *Chief Health Equity Officer*

Kern Health Systems

Tina Dueringer, RN, BSN, CCM, PCC, *CEO, Principal Advisor*

Dueringer Advisors, Inc

Nikki Hungate, MHA, EdD, *Product & Quality Strategy Consultant*

FarmboxRx

3:55 PM

3:55 PM

Transition Break

4:00 PM

Concurrent Sessions 4:00 PM - 4:45 PM

Track A: Jack Newsom, ScD, Partner, Engagys

Track B: Mallory Mueller, BSN, RN, Vice President of Population Health and Equity, Healthmine

Track C: Ryan C. Dodson, CRC, Chief Operating Officer/Co-Founder, New Vision Healthcare Solutions

Track Chairs:

4:00 PM

Track A

Oversampling: Your Questions Answered

Location: Valencia Ballroom A-B

- Discuss the concept of survey oversampling: What is it and how it fits into Star Ratings
- Learn when to oversample and identify potential performance impacts
- Review oversample outcomes and support adjustments to your oversample strategy moving forward

Heidi Salerno, *Member Experience Consultant*

Rex Wallace Consulting

Ryan Bernstein, *Consultant*

Rex Wallace Consulting

4:45 PM

4:00 PM

Track B

Charting the Path Forward: Succeeding in a Health Equity Index Reward Framework

Location: Valencia Ballroom C

- Navigate the new Health Equity Index (HEI) reward amid evolving industry perspectives and uncertainty
- Understand various viewpoints on the HEI reward’s structure and eligibility requirements
- Leveraging analytics to reduce ambiguity, inform outreach, and support strategic decision-making
- Explore how HEI considerations are shaping Stars strategies for Special Needs Plans organizations

Susan Yates Miller, *Director, Medicare Stars*

CareOregon

Deborah Paone, DrPH, MHSA, *Performance Evaluation Lead and Policy Consultant (V)*

SNP Alliance

Daniela Simpson, MA, MBA, *Senior Consultant*

Wakely

Christina Byrne, ASA, MAAA, *Consulting Actuary*

Wakely

4:45 PM

4:00 PM

Track C

Navigating 2025 Changes in Supplemental Benefits, Dual Enrollment SEPs, and the Medicare Advantage Landscape: Putting Members First for Star Ratings Success

Location: Sevilla

- Untangle the web of regulations shaping supplemental benefits and influencing Star Ratings
- Strike the perfect balance between compliance, creativity, and enhancing member experience
- Find hidden gems: Streamline processes to support Star Ratings and reduce administrative hassles
- Spot the good, the bad, and the red flags to boost Star Ratings and mitigate negative CAHPS feedback

Jessica Assefa, *President and Senior Consultant*

Ameropia Advisors, LLC

4:45 PM

Concurrent Sessions 4:45 PM - 5:00 PM

Track Chairs:

4:45 PM

Track A

Tools & Technology Spotlights

Location: Valencia Ballroom A-B

Leading service providers will showcase their offerings in a quick-pitch setting. Evaluate the latest and greatest tech tools to bring back to your organization.

Claude Pinnock, MD, MPH, *Chief Medical Officer*

Wider Circle

5:00 PM

4:45 PM

Track B

Closing Remarks

Location: Valencia Ballroom C

Mallory Mueller, BSN, RN, *Vice President of Population Health and Equity*

Healthmine

5:00 PM

4:45 PM

Track C

Tools & Technology Spotlights

Location: Sevilla

Leading service providers will showcase their offerings in a quick-pitch setting. Evaluate the latest and greatest tech tools to bring back to your organization.

Scott Cummings, *CEO*

NexTalk

5:00 PM

Holiday Cocktail Reception and U.S. Marine Corps Reserve Toys for Tots Drive

5:00 PM

Location: Alhambra Ballroom

6:00 PM

Join us for festive drinks, hors d'oeuvres, and face-to-face networking with peers.

TUESDAY - DECEMBER 10, 2024

7:00 AM

Registration Open

11:00 AM

Location: Alhambra Ballroom Foyer

7:00 AM

Exhibit Hall Open

1:00 PM

Location: Alhambra Ballroom

7:00 AM

Networking Breakfast

8:00 AM

Location: Alhambra Ballroom

8:00 AM

Welcome Remarks

Location: Valencia Ballroom A - B

Daniel Weaver, *SVP Stars and Quality*
Zing Health

8:15 AM

The Innovation Journey to Consistently High Star Ratings

Location: Valencia Ballroom A - B

- Explore the association between innovation capabilities and Star Ratings
- Understand what innovation is, and the interdependence between innovation and operational capabilities
- Appreciate that the Stars program creates an evolutionary environment, where only the fittest plans will survive, and that survival depends on adaptability
- Discuss a multi-phase maturity model for innovation and envisage the next steps on your innovation maturity journey

Peet van Biljon, *Adjunct Professor*
Georgetown University, McCourt School of Public Policy

Rex Wallace, *CEO*
Rex Wallace Consulting

9:15 AM

Mastering CAHPS, HOS, and HEI: Unbeatable Strategies for Top Star Ratings

Location: Valencia Ballroom A - B

- Discuss why—and how—to focus both short and long-term plans around member experience and CAHPS improvement as the foundation of their Star Ratings and enrollment strategy
- Explore how Star Ratings 2027 will once again be significantly impacted by HOS measures and strategic approaches to ongoing HOS measurement and improvement strategies to start now to impact those ratings
- Develop a plan to identify targeted members with HEI social risk factors and eliminate disparities will be a critical part of a plans successful Stars strategy regardless of whether your plan qualifies for the reward factor

Raheleh Barznia, MPH, *Senior Manager, Clinical Quality Member Experience*
Blue Shield of California

David Larsen, *Senior Advisor, Member Experience*
Press Ganey

10:05 AM

Adam Higman, *Partner, Strategic Consulting*
Press Ganey

10:05 AM

Tools & Technology Spotlights

Location: Valencia Ballroom A - B

Leading service providers will showcase their offerings in a quick-pitch setting. Evaluate the latest and greatest tech tools to bring back to your organization.

Amanda Rees, Co-founder and CEO
Bold

10:20 AM

Jessica Assefa, *President and Senior Consultant*
Ameropia Advisors, LLC

10:20 AM

Networking Break

10:40 AM

Location: Alhambra Ballroom

10:40 AM

Medicare Masters II: The Ultimate Star Rating Showdown

Location: Valencia Ballroom A - B

Back by popular demand, "Medicare Masters" returns with even more excitement and challenges! Join us for an engaging and educational experience designed for Star Rating professionals and enthusiasts alike. This interactive activity provides a unique opportunity to delve into the world of Medicare Advantage plan management in a fun and collaborative environment.

This year, participants will have the chance to silo-bust their way to 5-stars and compete for year-long bragging rights and a trophy in the second annual Medicare Masters! The competition will be tougher than last year, with twists, turns, and a bit of calamity, ensuring a thrilling experience for all. Participants will leave with a greater understanding of how to navigate Star Ratings for 2026, along with valuable insights and a recap of what Stars teams experienced in 2024. Don't miss out on this chance to learn, compete, and have fun!

Ana Handshuh, *Principal*
CAT5 Strategies

12:00 PM

Jenn Kerfoot, *Chief Strategy and Growth Officer*
DUOS

12:00 PM

1:00 PM

Networking Lunch

Location: Alhambra Ballroom

1:00 PM

1:45 PM

1:45 PM

2:30 PM

Boosting Stars Success: Navigate Change, Overcome Challenges, Achieve Results

Location: Valencia Ballroom A - B

- Understand the latest updates in the CMS Stars program, including new, retired, and adjusted measures impacting 2024 and beyond
- Explore the impact of the Health Equity Index (HEI) on Stars ratings, with an emphasis on advancing health equity goals
- Apply proven strategies and best practices from real-world case studies to optimize Stars ratings, improving member engagement and satisfaction

Jack Newsom, ScD, Partner

Engagys

Michael Currie, former Chief Health Equity Officer

National Health Plan

How to Optimize Part D and HEDIS Pharmacy Star Measures

Location: Valencia Ballroom A - B

- Review pharmacy measure optimization for the Medicare Part D Star measures and HEDIS pharmacy measures
- Discuss how to collaborate with your pharmacy teams and provider groups to synergize efforts to ensure member medication regimes are aligned with quality measure requirements
- Learn how to leverage technology to partner with members to achieve medication adherence
- Review how to improve health plan pharmacy initiative and provider documentation to meet the pharmacy quality measure numerators

Savannah Gonsalves, MHA, BSN, RN, *Director of Quality Improvement*

Hometown Health

Katharine Iskrant, *Practice Leader*

Healthy People, Inc.

Rhonda Farrar, *Clinical HEDIS Supervisor*

Healthy People, Inc.

2:30 PM

Closing Remarks

Location: Valencia Ballroom A - B

Jack Newsom, ScD, Partner

Engagys

2:40 PM



CONTACT US

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