WebMD Ignite™

Heightening HEDIS:

Healthcare effectiveness data and information set

How WebMD Ignite health information programs can help you achieve your plan's objectives for HEDIS performance and member satisfaction at any risk level

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What is HEDIS, and why does it matter?

More than 90% of U.S. health plans use the Healthcare Effectiveness Data and Information Set (HEDIS) to measure their plan quality and clinical performance.

HEDIS is a data reporting tool that measures multiple areas of healthcare and service. Approximately 200 million individuals are enrolled in health plans that monitor their performance through HEDIS metrics.

HEDIS is administered by the National Committee for Quality Assurance (NCQA), which collects the data and evolves the HEDIS measurement set annually. The NCQA, a private, 501(c)(3) nonprofit, was established in 1990 to improve health care quality through data and administration of evidence-based standards, measures, programs, and accreditation. The NCQA collects Medicare and Exchange plan data on behalf of the Centers for Medicare & Medicaid Services (CMS), supports the implementation of the Medicare Health Outcomes Survey (HOS), and collects Medicaid HEDIS data on behalf of state agencies and commercial data on behalf of states and the U.S. Office of Personnel Management.

Why does HEDIS matter to health plans?

Accreditation for individual plans is based on a combination of HEDIS results, the Consumer Assessment of Healthcare Providers and Systems (CAHPS) consumer experience survey, and for Medicare plans, CMS' Health Outcomes Survey.

This research matters to more than accreditation, however. It also provides a rich vein of gold standard data you can leverage toward improving results, including member experience and satisfaction-related measures.

All health care plans — commercial, Medicare, and Medicaid — are annually rated on a scale of

⭐ 1 ⭐ to ⭐ 5 stars

based on their combined HEDIS, CAHPS, and NCQA accreditation standards scores.

Plans strive for ratings over three Stars, as four and five Star Ratings indicate a high-quality health plan. Star Ratings figure prominently in Medicare Advantage marketing plans. Ratings are publicly disclosed in October, right before the annual enrollment period (AEP) begins.

Targeting the individual HEDIS domains and measures

The 2023 measurement year (MY) for HEDIS has six domains with over 90 measures organized according to individual domains. The biggest change to an existing HEDIS Measure for MY 2023 is to the Adult Immunization Status (AIS-E). NCQA revised the measure to align with the new pneumococcal vaccination guidelines and added stratifications for age, race, and ethnicity.

The six HEDIS domains are:

1. **Effectiveness of Care**
2. **Access/Availability of Care**
3. **Experience of Care** (drawn from the CAHPS Health Plan Surveys, Adult and Child)
4. **Utilization and Risk-Adjusted Utilization**
5. **Health Plan Descriptive Information**
6. **Measures Reported using Electronic Clinical Data Systems**

The two additional domains are:

1. **Medicare Health Outcomes Survey** (HOS-four measures)
2. **Measures Collected Through the CAHPS Survey** (four measures on flu and pneumococcal vaccination plus smoking cessation)

How do health information programs from WebMD Ignite help plans improve HEDIS scores?

To move towards achieving 4 and 5 Star Ratings and raise HEDIS scores, health plans prioritize improving member experience, outcomes, and risk management while lowering the cost of care. These objectives require members to become more proactive and participative in adopting behaviors that influence their overall health, such as adhering to medical appointments and medications, getting regular diagnostic screenings, and improved nutrition choices. Increased proactivity results in improved self-awareness, self-management, and a willingness to adopt long-term healthy habits to better control chronic conditions.

However, members can't simply become proactive on their own, or because they're told that they should.

From the plan's point of view, this can lower member risk plus mitigate the unnecessary acute care episodes and 30-day readmissions reported in the HEDIS Utilization metric.

Quality coaching and education

are key to not only motivating members to act on behalf of their health but also ensuring they understand how behavior change can positively influence their outcomes.

WebMD Ignite can give you the right health education tools to guide your members toward these target objectives and better health. In active care management, high and rising risk members will especially benefit from coaching reinforced by the multimedia educational content WebMD Ignite provides. These promote improved health understanding and are available in practical formats that allow both members and families to comprehend complex medical conditions and better manage chronic conditions and recovery.

How do WebMD Ignite programs relate to specific 2022 HEDIS domains?

WebMD Ignite solutions can improve outcomes for health plan members at all risk levels by giving them easy access to actionable insights.
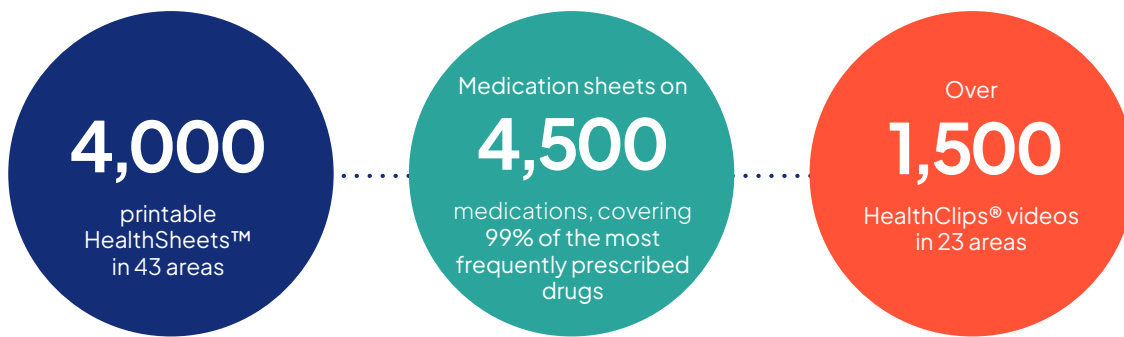
Ignite On-Demand® and Care Connector™

Ignite On-Demand and Care Connector are designed to support 1:1 care management and member-centric health. They explain in detail conditions, medications, and procedures, using the media your members prefer, and in the learning style that suits them best.

For care managers, both platforms are intuitive and can be seamlessly integrated into their member care workflow. Both web-based Ignite On-Demand and Care Connector, which are integrated into a plan's care management, enable care managers to pre-organize materials before counseling, access them during the session, then follow up with printed or virtual packages of award-winning materials for their members in care plans.

These targeted resources reinforce counseling, improve information retention, and promote deeper, more active engagement with member self-management and recovery between sessions.

Educational materials available through Ignite On-Demand and Care Connector are highly specific to conditions and stage, are written at a 6th-grade level or lower, and are in English, Spanish, plus in many cases up to 15 languages:

4,000
printable
HealthSheets™
in 43 areas

Medication sheets on
4,500
medications, covering
99% of the most
frequently prescribed
drugs

Over
1,500
HealthClips® videos
in 23 areas

What HEDIS domains are supported?

- Effectiveness of Care, Access/Availability of Care, Experience of Care (CAHPS 5 Survey, adult and child), and Utilization and Risk-Adjusted Utilization
- The additional domains of measures collected through the Medicare Health Outcomes Survey and Measures Collected Through the CAHPS Survey

Go-to-Guides

WebMD Ignite Go-to-Guides (GTGs) are digital interactive educational 'flip' workbooks that sustain patient engagement in managing chronic conditions and creating opportunities for families to participate. These accessible workbooks written in plain language address nutrition, lifestyle, and health routines, covering:

- **After a stroke:** a guide for stroke recovery and prevention
- **Living well with heart failure**
- **Living well with heart disease**
- **Living well with diabetes**
- **Living well with asthma**
- **Living well with chronic lung disease**

As GTGs can be accessed through a web link or as a PDF, they're easy for members to share with caregivers and family members. The guides are offered in print and digital forms, as well as in English and Spanish, and are fully 508 compliant. The digital format adapts to any learning style by including rollover text to explain words and phrases in everyday language, audio voiceover for the text, videos to explain medical concepts and physiology visually, and quizzes to reinforce and verify learning.

GTGs include logs and action plans designed for members to personalize and print out for motivation and guidance. These guides can be customized, from your plan logo to additional features such as topics and specific content.

What HEDIS domains are supported?

- Effectiveness of Care, Measures Collected Through the Medicare Health Outcomes Survey, Experience of Care, and Utilization and Risk-Adjusted Utilization

Consumer Health Library

The Consumer Health Library (CHL) is WebMD Ignite' digital solution that is integrated into a health plan's website. Plans use it not only as an educational and community resource, but also to add marketing "stickiness" as an additional 'go-to' resource for members at any risk level and their families.

Although this resource adds value for all health plan members, CHL also has the advantage of attracting and engaging even low-risk members with timely content, video, quizzes, and checklists that collectively contribute to member health understanding. Content is updated quarterly with seasonal reminders for checkups, exercise, vaccinations, and healthy lifestyle advice.

What HEDIS domains are supported?

- Effectiveness of Care, Measures Collected Through the Medicare Health Outcomes Survey, Measures Collected Through the CAHPS Survey, Access/ Availability of Care, and Experience of Care

Custom Content Solutions

Custom Content Solutions (CCS) create print, direct mail, and digital solutions, including fulfillment and delivery, for content and promotional marketing. These are tailored to a plan's specific requirements and produced to be unique to the plan. The expertise, process, and rigorous clinical content development featured in all WebMD Ignite materials are incorporated in developing these fully customized materials and programs.

WebMD Ignite CCS is highly experienced in supporting cultural, ethnic, and age-diverse member populations. Programs used by plans include reminder postcards, blogs, condition-specific newsletters, e-letters, calendars, recipe books, and more.

What HEDIS domains are supported?

- Effectiveness of Care, Measures Collected Through the Medicare Health Outcomes Survey, Measures Collected Through the CAHPS Survey, Access/Availability of Care, Experience of Care, and Utilization and Risk-Adjusted Utilization

WebMD Ignite for health plans in action

To understand what it might look like for your health plan to work with WebMD Ignite on improving targeted HEDIS measures and increasing member satisfaction through health content.

Imagine a scenario involving a 67–year-old health plan member named Nadine who has Type 2 diabetes. She's retired and enjoys traveling with her husband.

- Using **Ignite On–Demand or Care Connector**, a plan Care Manager reviews Nadine's records before their counseling meeting. She selects HealthSheets appropriate to Nadine's diagnosis, such as HbA1c management, two videos applicable to patients newly diagnosed with Type 2 diabetes, and Medication Sheets on Nadine's medications.

- During the session, Nadine and the Care Manager discuss how to measure her blood glucose, when she needs to revisit her primary care physician, her current diet and lifestyle, including appropriate exercises, the importance of a complete eye examination including a retinal exam, and making an appointment to have her kidney function tested. After reviewing the videos together, Nadine confides in the manager about how upsetting her diabetes diagnosis has been and how much sadness she's felt since. Nadine loves to cook, enjoys food, and feeding her family during get-togethers is important to her. She is also confused about meal planning and what she should and shouldn't eat.

- Using **Care Connector**, the Care Manager sends Nadine to her Member Portal with content they discussed during the session for her future reference. With **WebMD Ignite On–Demand**, she emails PDFs and online links to the material. She also tells Nadine that she will send her a **Go–to–Guide** to reinforce their discussion on checking her blood sugar, incorporating physical activities, diet and meal planning, boosting emotional health, and healthfully handling everyday situations such as family gatherings.

- In their next session, the Care Manager shares a video on overcoming negative thinking after a diabetes diagnosis, to which Nadine responds positively. She asks the Care Manager questions about tracking her A1c and the results of her eye exam. Nadine also reports that since she's been walking a half-mile four times a week and enrolled in a support group sponsored by her doctor, she feels a bit better about her situation. She, her husband, and her daughter often consult the **Living with Diabetes Go–to–Guide** for advice, as well as the **Consumer Health Library** on the health plan's website for additional information.

- Due to her Care Manager's personalized, member-centric approach to coaching and the inspiring and actionable information provided by WebMD Ignite educational reference tools, Nadine now actively participates in self-care supported by her family. Her sense of control regarding her diagnosis and emotional well-being has improved, and her clinical outcomes and quality of life are on track to improve as well.

Nadine represents one of many health plan members who are contributing towards elevating your performance in HEDIS measures, as well as CAHPS and Medicare surveys.

WebMD Ignite can help you heighten your HEDIS performance through education and platforms that support care management and member health.

Learn more

From Discovery to Recovery, WebMD Ignite is here to activate health with empowering content, engaging education and marketing, and intelligent, integrated clinical workflow solutions. To learn more about our complete suite of care management and member wellness programs, visit WebMD Ignite.com, email us at IgniteInfo@WebMD.net or connect with us:

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