

Maximizing Medicare Advantage Data in Your COB Strategy

2023

Meet today's presenters



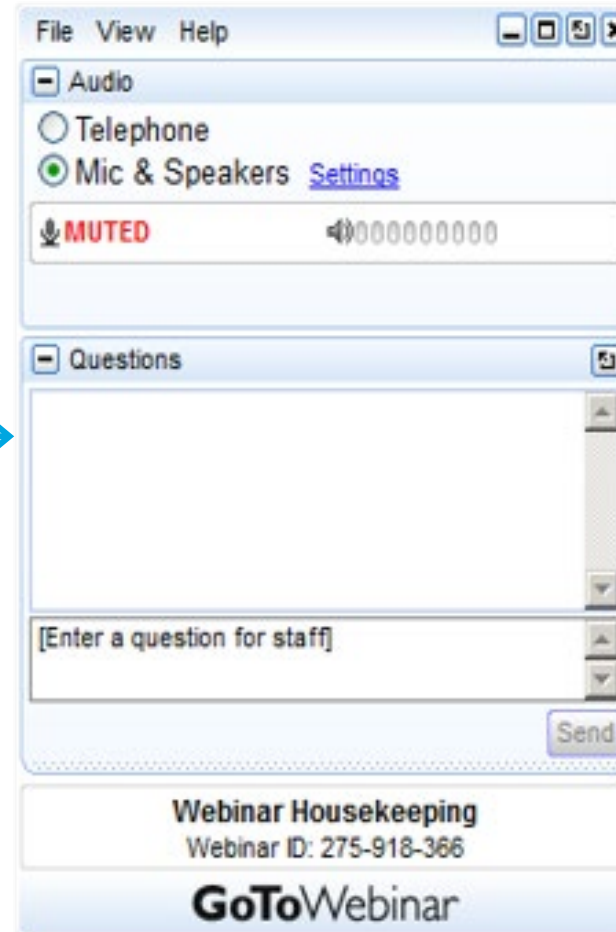
Sherri Richardson
Growth & Program Director COB Program Integrity
Carelon



Rebecca Beattie
Senior Manager, Strategic Project Management
CAQH

Housekeeping and logistics

Type your question here



Today's agenda

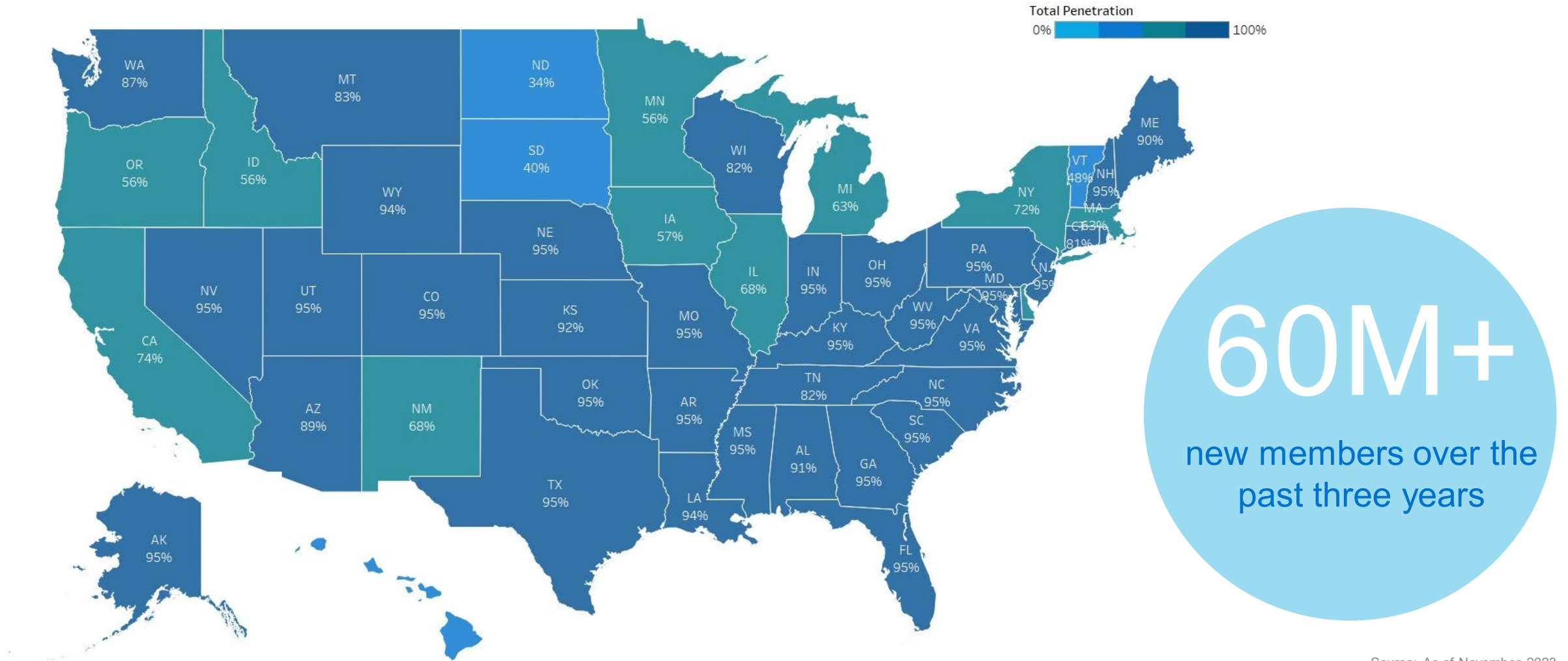


Medicare Advantage Data Trends:
CAQH COB Solution Snapshot

Recommendations for Better MA Data Hygiene:
Suggested Maintenance Activities and Planned Solution Enhancements

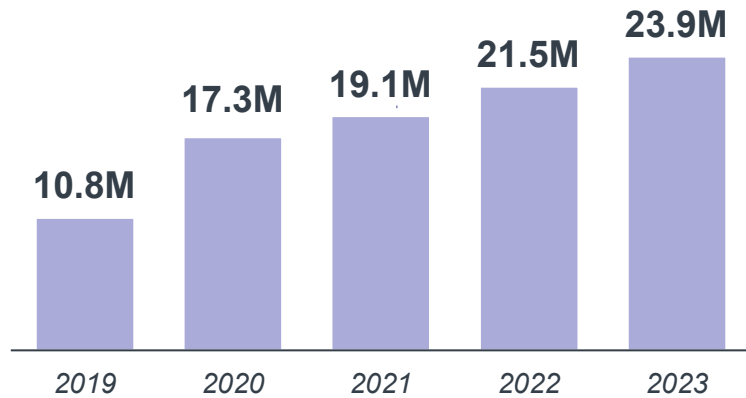
MA Data Best Practices:
Elevance Health's MA Process and Recommendations

National market penetration continues to grow: 245M+ covered lives

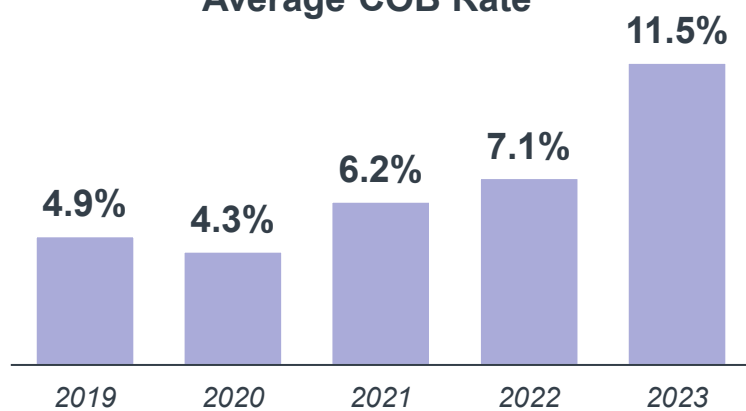


Current COB Solution MA data trends

Total MA Membership



Average COB Rate



The Most Common Undetermined Primacy Codes for MA Membership

- 1) **U006:** Both plans are Medicare
- 2) **U004:** Maximum of two plans exceeded
- 3) **U041:** Reason for Medicare entitlement not applicable
- 4) **U009:** Reason for Medicare entitlement is undefined
- 5) **U007:** Subscriber employment status is unknown

Suggested process for managing weekly MA files



Step 1

Use the validation report to **identify active records with determined primacy** (overlap and both payers are active) and autoload.

Step 2

Review **active records with undetermined primacy and prioritize** (using the suggested sorting logic in next slide) for research to determine primacy status. Upload accordingly.

Step 3

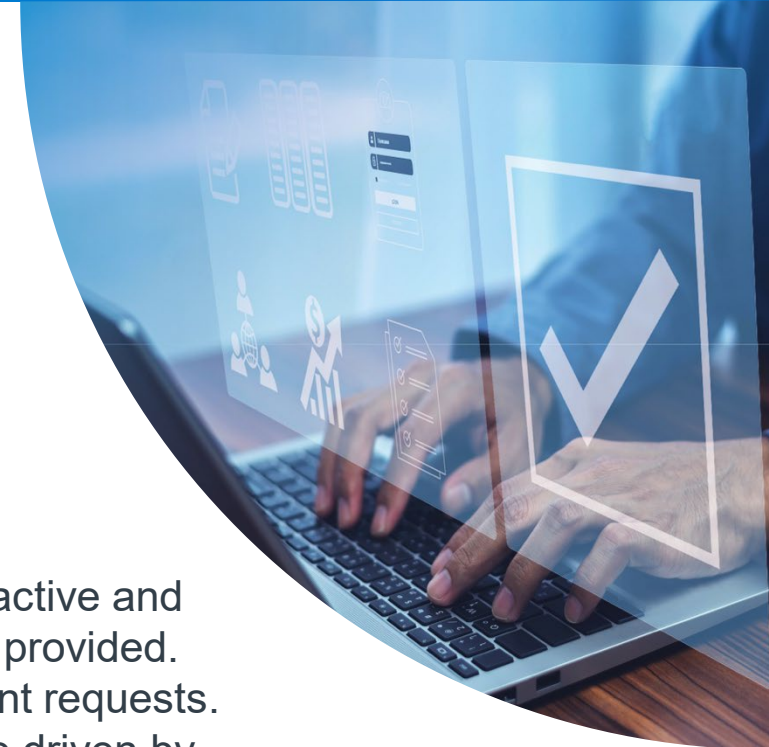
Review all records where **your health plan coverage status is listed as inactive and terminate** those records in the COB Solution if a Term date has not been provided.

Step 4

Over time, **trend missing termination data** and share with your IT team to determine root cause drivers for missing termination dates.

Suggested monthly activities

- Meet with CAQH team to share progress and receive updates.
- Monitor portal utilization by team members.
- Reports to review:
 - Group migrations report
 - Billing audit reports
 - Inquiries report
- Review all records where your health plan coverage status is listed as inactive and terminate those records in the COB Solution if a Term date has not been provided.
- Plan resources to respond to CAQH enhancements and plan development requests.
- Review top undetermined primacy drivers “U codes” and remediate those driven by your plan-supplied data issues.

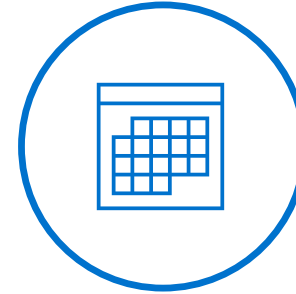


Suggested quarterly and annual activities



Quarterly

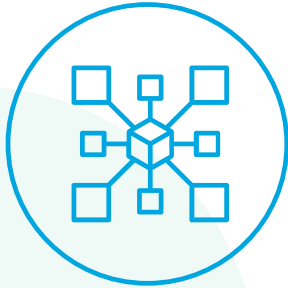
- Update membership forecasts and determine any additional membership testing (new reporting entities) needed.
- Monitor and remediate data quality issues
- Perform an audit of portal users and delete inactive users



Annually

- Audit file submission formats and work processes
- Report assigned metrics to CAQH account management team

Planned enhancement to address additional data gaps



CAQH is piloting a process to find and apply missing term dates

- Missing term dates drive the most common data quality issues.
 - Many of the top U codes are the result of one plan failing to apply term dates in a timely manner.
- Experian has proprietary business rules and logic to retrieve or generate termination dates for active orphaned segments of coverage.
- CAQH can integrate this service into our solution to clean up missing and inactive records on behalf of health plans.
- A pilot of this service is planned for late Q1.

Join the conversation with CMS



Join us and a coalition of health plans to approach CMS about participating in the CAQH COB Solution.

The CAQH COB Solution is designed for industry-wide participation and the greater amount of shared health plan and CMS data, the better the COB outcomes.

If you're interested in joining the conversation with other health plan leaders, **please email RBeattie@caqh.org**



Elevance Health's proactive MA data approach

Send 100% of MA and Medicaid population to the CAQH COB Solution.

Review records with undetermined primacy and prioritize for internal research and fill gaps to determine primacy.

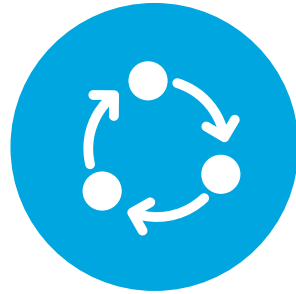
Run remaining data through internal primacy engine to further automate where possible.

Work remaining very small percentage manually to close any final gaps and determine primacy.

Best practice recommendations for your MA population



Stay on top of frequent
MA changes by
performing COB checks



Automate what you
can to reduce
manual work



Leverage COB
Solution with NAIC
rules engine



Reduce operations
work with a proactive
COB approach

Merging CAQH COB Solution data and CMS data amplifies outcomes



Increases standardization of CMS data exchange across all payers facilitates more timely data sharing and primacy updates.



Streamlining commercial and HEW reporting for commercial and CMS data being sent to CAQH allows member records to be worked in one source document by payer teams.



Additional data **reduces provider and member abrasion** from outbound confirmation contacts.



Combined NAIC rules rule application **increases primacy identification**, which also drives data load automation.



Resulting in:

- Reduction in future MSP demands and associated rework.
- Less outbounds contacts needed to CMS and other associated payers.
- Expanded total program savings.

Ask your MA data questions



Questions

Follow Up With Your Questions



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Thank You!