



# STARS overview

The Centers for Medicare & Medicaid Services (CMS) created the Five-Star Quality Rating System to measure the quality of health and drug services received by consumers enrolled in Medicare Advantage (MA) and Medicare Advantage prescription drug plans (MAPD). All plans have a Stars rating and are eligible for rebates and quality bonuses.

The ratings are based on weighted measures used to calculate the plan score. Every year, CMS changes the calculation formula.

# Humana

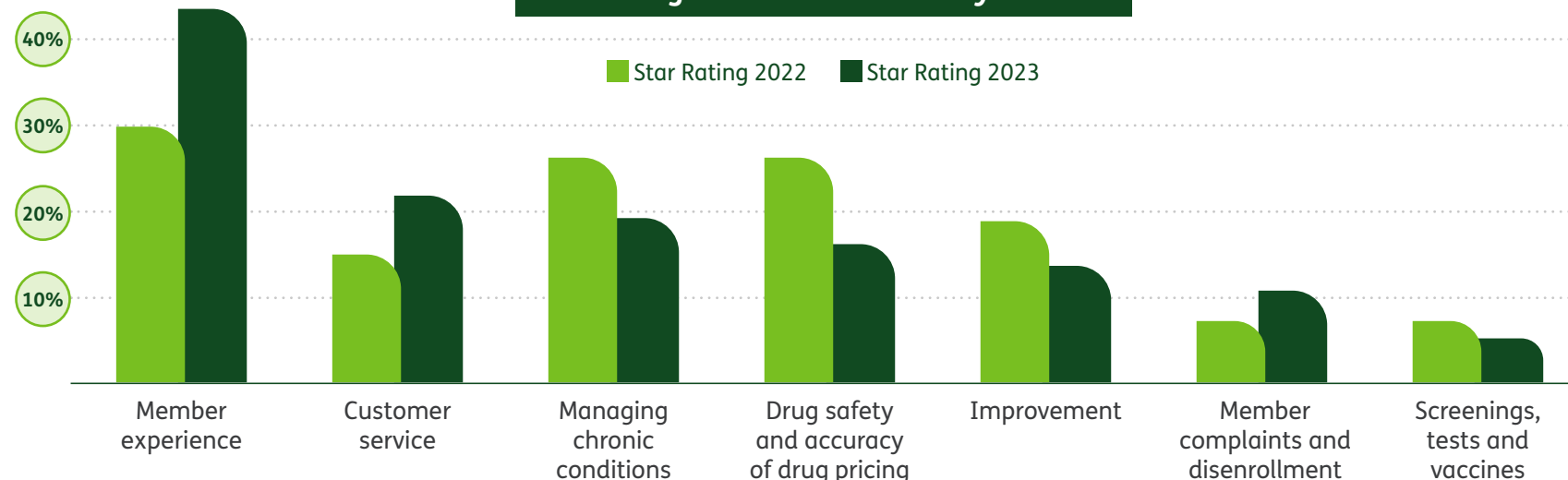
## What's new in 2022

### Member experience and customer service measures

This fall, CMS will release its most recent ratings. The criteria for these ratings will shift contract scores to be driven more by member experience and customer service measures. Carriers who have placed increased emphasis on our member and consumer service in recent years are positioned to benefit from this change. Because of the outstanding results delivered in these areas by the **Humana Group Medicare Custom Connect Service Model**, we are confident that we will be one of those carriers.

In this unique customer service model, customer care representatives act proactively to assist members while advocating for their needs. As a result of this work, we have achieved a best-in-class NPS score, and have been ranked highest in customer service among health insurers by Forrester.\*

### Percentage of contract score by domain



\* Humana overall received the highest performance rating in customer service among health insurers in Forrester's proprietary 2022 Customer Experience Benchmark Survey. The ranking was based on responses from 12,985 US individuals measuring 17 brands in the industry. The proprietary survey results are based on consumers' opinions of the experiences with the brands in the survey. Forrester Research does not endorse any company included in any CX Index™ report and does not advise any person to select the products or services of any particular company based on the ratings included in such reports.