

# The STAR Standard: Transforming Medicare Advantage with Intelligence at Scale

Brillio's AI-powered solution redefines how payers improve quality, reduce churn, and unlock 4+ STAR ratings



# Why Medicare Advantage Needs a New Playbook

The Medicare Advantage landscape is at a tipping point. With over \$462 billion spent annually and enrollment exceeding 33 million people, more than 54% of the eligible Medicare population, MA has become a critical component of the U.S. healthcare system. Yet this growth comes with intensifying pressure. As an estimated 10,000 people age into eligibility each day, the demand on plans to deliver high-quality, cost-effective, and equitable care is escalating rapidly. Meanwhile, CMS is raising the bar with its V28 Star Ratings program, putting new emphasis on clinical quality, health equity, and the removal of COVID-era adjustments.

In this environment, achieving a 4+ STAR rating demands more than operational efficiency – it requires **AI-driven foresight**. Plans must embed STARs strategy into the digital fabric of the enterprise, leveraging predictive analytics, automated outreach, and real-time member insights to anticipate needs and drive measurable performance gains. The path forward isn't manual – it's intelligent, proactive, and built for agility at scale.

With surging enrollment and rising CMS expectations, STARs performance is now inseparable from business sustainability. In today's AI-powered healthcare landscape, reaching 4+ STARs is essential not only for compliance, but for long-term enterprise sustainability and growth.

# The Reality Check: Technology Gaps Are Holding STARs Performance Back

Despite the strategic importance of STARs, many plans remain constrained by foundational technology gaps. Data is often fragmented across systems, inconsistent in format, and inaccessible in real time, limiting its value in driving timely decision-making. The lack of strong analytics tools further adds to the challenge, with many organizations still relying on retrospective dashboards that provide little visibility into future performance or emerging member needs.

These limitations affect every aspect of STARs management. Organizations struggle to pinpoint cut point improvements, optimize member experience, or personalize interventions at the point of care. Many are left asking the same unresolved questions: Is our organization truly data-smart when it comes to STARs? Are we set up to drive breakthrough CAHPS performance? Can we deliver precise care recommendations in real time? And are we fully leveraging the power of GenAI to move from 3.5 to 4+?

Until these foundational gaps are addressed, even the most well-intentioned STARs strategies will struggle to deliver results.



Foundational limitations in data quality, analytics, and integration continue to hinder MA plans, making it nearly impossible to act on insights or scale meaningful STARs improvements.

# Brillio's STAR Solution: Intelligence in Action

Brillio offers a new approach, one that replaces disconnected analytics with an end-to-end solution that connects data, insights, and action across the STARs lifecycle. At the heart of this approach is a tightly integrated ecosystem powered by AI, automation, and governed data that enables real-time intelligence and enterprise-scale transformation.

The solution begins with a robust ingestion layer that consolidates and normalizes data from multiple sources into a centralized warehouse. From there, Brillio applies its STARs-ready data model, engineered to align with over **40 core measures** and built to ensure semantic consistency, FHIR compliance, and extensibility. Prebuilt analytical models and machine learning algorithms then deliver predictive insights, ranging from gap closure forecasting to risk scoring and churn reduction.

These insights are not siloed; they are embedded directly into workflows through seamless integration with EHRs, care management tools, and point-of-care systems. Closed-loop workflows ensure that interventions are not only initiated but followed through to completion. Governance is built into every layer, ensuring data integrity, regulatory compliance, and traceability throughout.

Brillio's end-to-end STARs solution brings together data ingestion, AI-powered analytics, seamless workflow integration, and governance - turning fragmented systems into a real-time performance engine.



# Powering Next-Gen Stars Improvement

What sets Brillio apart is its **Agentic AI foundation** - a suite of autonomous software agents designed to bring intelligence, precision, and scale to every step of the STARs journey. These agents ingest and classify data from more than a dozen key sources including EMRs, labs, Rx, care management, and call centers. They validate data quality using rule-based approaches and anomaly detection, and they power fuzzy logic-based mastering to eliminate duplications and harmonize records.

The platform's STAR data model and KPI library are prebuilt and ready to deploy, accelerating time to value. Insights from HEDIS, CAHPS, and CMS measures are surfaced through prebuilt dashboards, giving plans the ability to act on performance gaps immediately. This agentic architecture reduces development costs by 30%, shortens data model development by 50%, and cuts architecture effort by 80%, enabling faster time to market for AI applications by up to 50%.



At the core of Brillio's approach lies an ecosystem of Agentic AI agents that automate data mastery, accelerate insights, and enable precision interventions across the STARs lifecycle.

# Impact in Action: Results that Scale

Brillio's STARs solution is already delivering meaningful results for MA payers. One mid-sized plan improved its medication adherence scores and identified underreporting discrepancies through data comparison with Acumen, unlocking nearly \$1 million in savings. A digital-first health plan automated its Plan Preview processes, reducing manual workload by 25% and **saving \$250,000** in annual operational costs.

In another case, Brillio enabled a payer to raise its Part D STAR rating by a full point by proactively addressing care gaps through intelligent forecasting - resulting in **\$2.5 million in new revenue** per year. A large MA plan used Brillio's proprietary models to quantify the financial impact of appeal strategies, leading to \$3 million in annual upside by aligning decisions with historical CMS benchmarks.

These results reflect not just point solutions, but a scalable, intelligent framework for sustainable STARs transformation.

From boosting adherence scores to unlocking millions in new revenue, Brillio's STARs solution delivers measurable impact - proving the value of data-smart, AI-enabled operations.

# STARs as a Catalyst for Enterprise Growth

When STARs improvement becomes embedded in the enterprise operating model, the results go far beyond compliance. Brillio's clients see tangible revenue growth, driven by improved STAR ratings, extended enrollment windows, and enhanced CMS bonus payments. Member engagement improves as CAHPS scores rise and disenrollment rates fall - boosting Net Promoter Scores and reducing medical costs through better retention.

Margin improvements follow naturally, as higher STARs ratings translate directly into increased Per Member Per Month(PMPM) revenue. At the same time, enhanced data ingestion and dissemination enable more timely and effective interventions, leading to measurable improvements in MLR and overall health outcomes. Administrative costs are also reduced, as Brillio's streamlined, governed, and automated approach simplifies operations and builds a foundation for long-term scale.

With **Brillio's STARs solution**, payers can confidently make the shift from fragmented improvement efforts to enterprise-wide transformation - unlocking performance gains, operational resilience, and member value, all through a smarter path to 4+ STAR ratings.

## Ready to Accelerate Your Path to 4+ STARs?

Let's discuss how our STARs framework can drive measurable impact for your business.

**Contact us** to explore how it could look like for your organization



By embedding STARs strategy  
into the enterprise  
foundation, Brillio empowers  
MA plans to improve revenue,  
retention, health outcomes,  
and operational  
efficiency—sustainably and at  
scale.

## ABOUT BRILLIO

**Brillio is a digital technology services company that drives AI-first engineering and design-led experiences for global enterprises.** Born digital in 2014, its consulting-led services span Customer Experience, Data & AI, Product Engineering, and Digital Infrastructure. With an industry-leading NPS of 71, Brillio accelerates time to market through its proprietary BrillioOne.ai platform, powered by AI-ready talent with deep domain expertise. Brillio is the official Digital Transformation Partner and the official Data and AI Services Provider of Atlassian Williams Racing. Brillio partners with leading technology providers including Microsoft, AWS, Google Cloud, Salesforce, Adobe, Databricks, and Snowflake and operates with 6,000+ “Brillians” across 15 global delivery centers. Consistently recognized as a Great Place to Work® since 2021, Brillio blends innovation, talent, and purpose to deliver measurable outcomes for clients and fulfilling careers for employees.



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