



Quality, Stars, and Risk Adjustment
1501 S. Clinton Street
Baltimore, MD 21224

March 13, 2025

Dear Provider,

CareFirst values the care our members receive at your practice. Thank you. Based on our member rosters, your practice is eligible to participate in an expanded quality incentive program for Medicare Advantage and Medicaid members in your practice in 2025. This letter describes the incentive program structure and how to participate this year.

CareFirst 2025 Medicaid and Medicare Advantage Incentive Program

The 2025 incentive program offers a tiered reward system for practices that meet quality goals for Medicaid and Medicare Advantage members. Performance in this program will be calculated based on claims, administrative data, and supplemental data reflecting care provided between January 1 and December 31, 2025. CareFirst will provide progress reports through the year and will calculate final award amounts in Q2 2026 to accommodate claims submissions.

The measures are listed in Tables 1 and 2 below.

Clinical process measures can earn the following:

- \$50 total per member for 5-star performance, or
- \$35 per member for 4-star performance, or
- \$10 per member for average performance (National HEDIS mean for Medicaid, 3-star rate for Medicare Advantage).

Clinical outcome measures follow the same tiered structure and earn more at each performance level:

- \$75 total per member for 5-star performance, or
- \$52.50 per member for 4-star performance, or
- \$15 per member for average performance.

How to Participate

Please complete this online form by March 31 to participate in the program:

<https://forms.office.com/r/Hd6NutEQUd>

The information you provide will ensure that CareFirst can contact your practice to share data and resources to support your success in this program. In addition, we will request a W-9 and bank verification letter to ensure that we can send any earned awards to you in a timely manner.

CareFirst BlueCross BlueShield is the shared business name of CareFirst of Maryland, Inc. and Group Hospitalization and Medical Services, Inc. CareFirst BlueCross BlueShield Medicare Advantage is the shared business name of CareFirst Advantage, Inc., CareFirst Advantage PPO, Inc. and CareFirst Advantage DSNP, Inc. CareFirst BlueCross BlueShield Community Health Plan Maryland is the business name of CareFirst Community Partners, Inc. In the District of Columbia and Maryland, CareFirst MedPlus is the business name of First Care, Inc. In Virginia, CareFirst MedPlus is the business name of First Care, Inc. of Maryland (used in VA by: First Care, Inc.). CareFirst of Maryland, Inc., Group Hospitalization and Medical Services, Inc., CareFirst Advantage, Inc., CareFirst Advantage PPO, Inc., CareFirst Advantage DSNP, Inc., CareFirst Community Partners, Inc., CareFirst BlueCross BlueShield Community Health Plan District of Columbia, CareFirst BlueChoice, Inc., First Care, Inc., and The Dental Network, Inc. are independent licensees of the Blue Cross and Blue Shield Association. BLUE CROSS®, BLUE SHIELD® and the Cross and Shield Symbols are registered service marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans.

Y0154_MA03508_C

Table 1. Medicaid incentive measures

Clinical process measures	
CCS	Cervical cancer screening
SPD - Received	Statin initiation: people with diabetes
SPC - Received	Statin initiation: people with cardiovascular disease
EED	Diabetic eye exam
KED	Kidney disease screening for diabetics
W30 - First 15 Months	Well child visits: ages 0-15 months
W30 - 15 to 30 Months	Well child visits: ages 16-30 months
CIS 10	Childhood immunization status: full series DTAP, IPV, MMR, HIB, Hepatitis B, VZV, PCV, Hep A, RV, and Influenza
IMA 2	Immunizations for adolescents: full series Meningococcal, TDAP/TD, and HPV
Clinical outcome measures	
GSD	A1c control
CBP	Controlling high blood pressure
PCR	Readmission rate Lower rate is better

Table 2. Medicare Advantage incentive measures

Process measures	
AWV	Annual wellness visit
SUPD	Statin initiation: people with diabetes
SUPC	Statin initiation: people with cardiovascular disease
EED	Diabetic eye exam
KED	Kidney disease screening for diabetics
TRC - Med Rec	Medication reconciliation after discharge
Outcome measures	
GSD	A1c control
CBP	Controlling high blood pressure
PCR	Readmission rate Lower rate is better

CareFirst BlueCross BlueShield is the shared business name of CareFirst of Maryland, Inc. and Group Hospitalization and Medical Services, Inc. CareFirst BlueCross BlueShield Medicare Advantage is the shared business name of CareFirst Advantage, Inc., CareFirst Advantage PPO, Inc. and CareFirst Advantage DSNP, Inc. CareFirst BlueCross BlueShield Community Health Plan Maryland is the business name of CareFirst Community Partners, Inc. In the District of Columbia and Maryland, CareFirst MedPlus is the business name of First Care, Inc. In Virginia, CareFirst MedPlus is the business name of First Care, Inc. of Maryland (used in VA by: First Care, Inc.). CareFirst of Maryland, Inc., Group Hospitalization and Medical Services, Inc., CareFirst Advantage, Inc., CareFirst Advantage PPO, Inc., CareFirst Advantage DSNP, Inc., CareFirst Community Partners, Inc., CareFirst BlueCross BlueShield Community Health Plan District of Columbia, CareFirst BlueChoice, Inc., First Care, Inc., and The Dental Network, Inc. are independent licensees of the Blue Cross and Blue Shield Association. BLUE CROSS®, BLUE SHIELD® and the Cross and Shield Symbols are registered service marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans.

We look forward to partnering with you to help CareFirst members maintain and improve their health. Please email QualityFirst@carefirst.com if you have any questions about this program.

Sincerely,

CareFirst Quality, Stars, and Risk Adjustment

CareFirst BlueCross BlueShield is the shared business name of CareFirst of Maryland, Inc. and Group Hospitalization and Medical Services, Inc. CareFirst BlueCross BlueShield Medicare Advantage is the shared business name of CareFirst Advantage, Inc., CareFirst Advantage PPO, Inc. and CareFirst Advantage DSNP, Inc. CareFirst BlueCross BlueShield Community Health Plan Maryland is the business name of CareFirst Community Partners, Inc. In the District of Columbia and Maryland, CareFirst MedPlus is the business name of First Care, Inc. In Virginia, CareFirst MedPlus is the business name of First Care, Inc. of Maryland (used in VA by: First Care, Inc.). CareFirst of Maryland, Inc., Group Hospitalization and Medical Services, Inc., CareFirst Advantage, Inc., CareFirst Advantage PPO, Inc., CareFirst Advantage DSNP, Inc., CareFirst Community Partners, Inc., CareFirst BlueCross BlueShield Community Health Plan District of Columbia, CareFirst BlueChoice, Inc., First Care, Inc., and The Dental Network, Inc. are independent licensees of the Blue Cross and Blue Shield Association. BLUE CROSS®, BLUE SHIELD® and the Cross and Shield Symbols are registered service marks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield Plans.

Y0154_MAO3508_C