

STARS PERFORMANCE INTELLIGENCE PLATFORM FOR HEALTH PLANS

Star Ratings drive revenue, growth, and accountability. Yet many quality teams still rely on lagging reports, delayed risk signals, and outreach programs with unclear impact.

As CMS requirements evolve, legacy models become harder to defend and slower to adapt. The result is performance volatility, inefficient spend, and ratings outcomes that feel reactive instead of controlled.

GET AHEAD OF STARS PERFORMANCE

BrightStar is Perficient's **AI-native Stars Performance Intelligence platform** built for health plans that need to improve performance before ratings are finalized.

The solution combines real-time FHIR-native data, predictive models, and automated workflows in a CMS-aligned environment. Built to leverage leading cloud, data, and AI platforms — including Google Cloud, Databricks, and Snowflake — BrightStar helps health plans operationalize analytics within their existing technology ecosystem.

With greater visibility into emerging risks and opportunities, teams can prioritize high-value actions, accelerate intervention strategies, and improve Stars outcomes with greater confidence.

PLATFORM BENEFITS

- **Identify Risk Earlier:** Surface performance gaps before CMS preview windows lock results
- **Target the Right Interventions:** Focus effort where it drives measurable lift
- **Close Gaps Faster:** Reduce lag between identifying issues and taking action
- **Increase Stars Performance:** Deliver consistent results across every measure
- **Strengthen Financial Impact:** Improve retention, bonus payments, and predictability with an auditable, secure-by-design, zero-trust platform

WHAT MAKES BRIGHTSTAR DIFFERENT

Most solutions report performance. BrightStar improves it.

- **Predictive and prescriptive AI** that shows what is likely to happen and what to do next
- **Agent-driven workflows** that reduce manual effort and accelerate execution
- **Real-time data signals** that replace static reports with actionable insight
- **Modular architecture** that adapts quickly to CMS rule changes
- **Outcome-driven design** focused on measurable Stars, retention, and financial impact
- **Secure deployment within your environment** so your data, models, and calculations stay within your four walls

ENGAGEMENT OVERVIEW

We prioritize the highest-impact outcomes and deliver through a phased approach: Discovery, Prioritization, Activation, and Scale. We start small, validate value quickly, and expand what works — with clear ownership, success measures, and transparency at every step.

GET STARTED

Stop managing Stars after the fact. Reach out to your Perficient representative or get in touch with us at perficient.com/contact-us.

Perficient is the global AI and technology consulting firm disrupting the traditional consulting model. Powered by 7,000+ advisors, engineers, and designers, we implement AI-first solutions that break conventions and deliver outcomes that matter by bringing deep industry expertise, data-driven design, and a powerful technology partner ecosystem to redefine how businesses run and succeed.