



*The 2025 Guide*

# Elevate Your CMS Star Rating With LSA

**Language Services Associates** is a thought-leader in the language interpretation services industry.

We have been coordinating, planning, and establishing the best practices to meet and exceed the Centers for Medicare and Medicaid Services' (CMS) Call Center Monitoring requirements and expectations for years. With every call, onsite visit, or translation project, LSA provides the tools and guidance you need to succeed.

# Elevate Your CMS Star Rating With LSA

In the dynamic landscape of healthcare, The Centers for Medicare and Medicaid Services (CMS) Star Rating program stands as a crucial tool for consumers making decisions about their plan. Your organization's Star Rating plays a pivotal role in influencing a consumer's choice in where they opt to receive their healthcare coverage.

## Language Barriers Impacting a Consumer's Decision

As you strive to enhance your CMS Star Rating, it's vital to recognize the impact of limited English proficiency on prospective beneficiaries' choices and experiences. If a consumer feels communication is a challenge, they may choose another provider for their coverage.

## Why a High Star Rating Matters



**These results are available to the public** during open enrollment as a guide to determine the best plan for consumers to choose from.



**The results determine the Quality Bonus Payments (QBPs) and Medicare Advantage (MA) rebate a plan will receive.** QBPs and MA rebates are based on these CMS star ratings – the higher rating a plan receives the more funding they're awarded.



**A high Star Rating invites consumers to choose your organization for their coverage.** If your organization receives a lower rating, current and prospective beneficiaries may choose to engage the services of another healthcare plan, leaving you with fewer members.

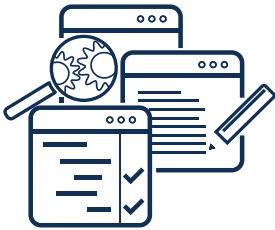


**Since Star Ratings are available to the public, a healthcare plan's overall reputation can be significantly affected by its rating.** Plans with higher ratings may receive a more positive public perception.

# Are You Ready for CMS Monitoring Season? *We Are!*

LSA has a robust program in place to seamlessly navigate CMS monitoring season, with an impressive track record to back it up. Our clients have a history of either maintaining or improving their star status by partnering with us, and they continue taking advantage of our unique approach each year. We'll have your CMS calls answered in record time with an experienced interpreter fully prepared for CMS questions.

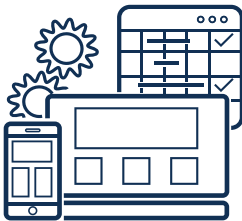
## How LSA Improves Your CMS Rating



We have a dedicated team devoted to CMS testing with the tools to offer guidance and support to attain a higher score and improve overall communication with LEP consumers. Our staff is constantly monitoring, growing, planning, and keeping up to date with any changes or updates to CMS star rating protocols year-round.



Our highly qualified interpreters, who've completed rigorous assessments, are prepped and provided with additional resources for CMS monitoring season. These interpreters understand the significance of these calls and are more than proficient in the terminology and nuances required to succeed.



Careful coordination, open communication, and experience are key factors when choosing an LSP to partner with during CMS monitoring season. LSA expertly delivers on all three and invites you to contact us to determine the best course of action in attaining the highest star rating possible.

LSA helped improve the CMS Star Rating of one of the largest Insurance Providers in the US.

[→ Read the Case Study](#)



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CMS test season is always a time of added stress as we ensure that we meet the parameters necessary to maintain high star ratings. The language portion can be daunting as we need to meet strict connect times without compromising quality. Our previous vendors did not have a plan in place or interpreters who understood the importance of these calls. When we first met with LSA, it quickly became clear that they not only understood the components necessary to ensure CMS testing went smoothly, but they had a whole team dedicated to its success.

LSA broke down their plan in detail and followed through with dedicated interpreters who had been fully prepared. Since then, we have continued to successfully score high on the Accuracy & Accessibility portion of the testing, coordinating with LSA every year. Our leadership has been impressed with LSA’s ability to prepare, investigate, and fight for CMS star ratings.

LSA’s compliance team always make themselves available to assist with any requests we have. From a 100-page audit to a simple question, the team is more accommodating than any team we’ve worked with before. Previously, we’ve met with a lot of pushback from compliance departments that didn’t have the bandwidth to ensure our requests were fulfilled. LSA continually offers support wherever it is needed.”

— **Fortune 100 Insurance Company**, *Headquartered in Illinois*

## GETTING STARTED

Contact us today to explore how LSA can be your strategic partner in increasing your CMS Star Rating.

Together, let's ensure that language barriers never stand in the way of delivering exceptional healthcare.

 **EMAIL US AT [CMS@LSA.INC](mailto:CMS@LSA.INC)**