

WHITEPAPER

Contextual Intelligence for Medicare Advantage

The member experience data your Star Ratings strategy is missing.

10-minute read | Published 2026 | For Medicare Advantage Carrier Leadership

The Star Ratings problem

Medicare Advantage carriers live and die by Star Ratings, yet the member experience signals that drive CAHPS and HOS scores are buried in millions of unstructured conversations across voice, chat, and email. Traditional QA samples 1-3% of those interactions, leaving leadership to steer a multi-billion-dollar business on a rounding error of data.

100% coverage, automatically

Spearfish analyzes every member interaction against your rubric and ties each one to measurable outcomes. Instead of sampling, you see the complete picture: which issues erode trust, which agents resolve them, and where the experience breaks down before it shows up in a survey months later.

From conversations to Star Ratings

By connecting contextual signals to the CAHPS and HOS measures that move Star Ratings, carriers can act on the leading indicators of member dissatisfaction - not the lagging ones. This whitepaper outlines the framework, the data model, and the operational changes required to make it real.