

Medicaid Member Experience Survey 2025 (CY 2024) CAHPS® Analysis – Adult Population

Purpose	The purpose of the survey is to assess members' experience with their health plan and care. The overall goal of the survey is to provide actionable performance feedback to help improve member experience.
Background	<p>UnitedHealthcare – Mid-Atlantic is committed to improving member experience and satisfaction with the health plan and its providers. To assess members' satisfaction, UnitedHealthcare evaluates data from the Annual Consumer Assessment of Health Providers and Systems (CAHPS®) survey to identify opportunities for improving member satisfaction.</p> <p>The Maryland Department of Health requires Maryland Medicaid Managed Care Organizations to participate with the state's CAHPS data collection and reporting process. The 2025 UnitedHealthcare CAHPS Survey was conducted between February and May 2025. The results are summarized and presented to the Service Quality Improvement Subcommittee; Provider Advisory Committee (PAC); and Quality Management Committee.</p>
Goal	To meet or exceed the 2025 HealthChoice aggregate and the 2025 (MY 2024) NCQA Quality Compass Medicaid national average for all lines of business (LOBs).
Methodology	NCQA's Health Plan Rating methodology calls for CAHPS scores to be compared to prior-year benchmarks.
Methods	The 2025 final survey sample included 1,755 UnitedHealthcare members, of which 322 members completed the survey, resulting in a 18.83% compared to the 2024 response rate of 16.94%.

UnitedHealthcare 2025 rates compared with 2024 rates, 2025 (MY 2024) Quality Compass and 2025 HealthChoice aggregate

Note: + = UnitedHealthcare 2024 rate is above the 2024 rate/2024 (MY 2023) Quality Compass/2025 HealthChoice aggregate

- = 2025 rate is below the 2024 rate/2024 (MY 2023) Quality Compass/2025 HealthChoice aggregate

Composite measure	2025 UnitedHealthcare rate	2024 UnitedHealthcare rate	2024 (MY 2023) Quality Compass national percentile: All LOBs	2025 HealthChoice aggregate
Global rating questions				
Rating of all health care	75.2% -	78.3%	75.7% +	76.1% -
Rating of health plan	73.3% -	77.6%	77.6% -	74.6% -
Personal doctor	82.4% +	77.6%	83.3% -	81.6% +
Specialist seen most often	83.4% +	77.6%	82.2% +	81.9% +
Patient experience				
Getting needed care	81.1% +	76.5%	81.4% -	79.1% +
• Q9. Ease of getting needed care	83.4% -	81.8%	84.6% -	83.5% -
• Q20. Ease of seeing a specialist	78.7% +	71.3%	78.7% =	74.6% +
Getting care quickly	80.2% +	79.9%	80.3% -	76.8% +
• Q4. Ease of getting urgent care	83.3% +	78.8%	82.8% +	78.1% +
• Q6. Ease of getting checkup or routine care	77.1% -	80.9%	78.6% +	75.4% +
Additional measures				
How well doctor communicated	90.6% +	88.6%	92.9% -	92.2% -
• Q12. Doctor explained things	90.6% -	90.7%	92.7% +	91.7% -
• Q13. Doctor listened carefully	91.0% +	88.1%	93.1% -	92.4% -
• Q14. Doctor showed respect	94.5% +	90.1%	84.8% +	95.0% -
• Q15. Doctor spent enough time	86.1% +	85.5%	91.0% -	89.6% -

Composite measure	2025 UnitedHealthcare rate	2024 UnitedHealthcare rate	2024 (MY 2023) Quality Compass national percentile: All LOBs	2025 HealthChoice aggregate
Customer service				
Customer service	86.5% +	89.1%	89.1% =	87.0% -
• Q24. Customer service provided information/help	79.5% +	83.1%	83.8% -	80.3% -
• Q25. Customer service was courteous/respectful	93.6% -	95.0%	94.3% -	93.7% -
Coordination of care				
Coordination of care	82.2% +	80.6%	85.6% -	81.5% +

UnitedHealthcare year-over-year improvement

- Personal doctor
- Specialist seen most often
- Getting needed care
- Ease of getting needed care
- Ease of seeing a specialist
- Getting care quickly
- Ease of getting urgent care
- How well doctor communicate
- Doctor listened carefully
- Doctor showed respect
- Doctor spent enough time
- Coordination of care

UnitedHealthcare improvement compared with Quality Compass

- Specialist seen most often
- Ease of getting urgent care
- Doctor showed respect

UnitedHealthcare improvement compared with aggregate

- Personal doctor
- Specialist seen most often
- Getting needed care
- Ease of seeing a specialist
- Getting care quickly
- Ease of getting urgent care
- Ease of getting checkup or routine care
- Coordination of care

CSS industry model of key drivers of Medicaid member experience	
Ease of getting needed care, tests or treatments (percent Usually or Always)	The higher the proportion of plan members reporting that the necessary care, tests or treatment were easy to get, the higher the overall plan score.
Made specialist appointments (percent Yes)	The higher the proportion of plan members who made specialist appointments, the higher the overall plan score.
Rating of personal doctor (percent 9 or 10)	The higher the proportion of members rating their personal doctor as 9 or 10, the higher the overall plan score.
Rating of specialist seen most often (percent 9 or 10)	The higher the proportion of members rating their specialist as 9 or 10, the higher the overall plan score.

Recommendation: Continue the current measures

Getting needed care

- Q9. Ease of getting needed care

Getting care quickly

- Q4. Ease of getting urgent care
- Q6. Ease of getting a checkup or routine appointment

Customer service

- Q24. Customer service provided information/help