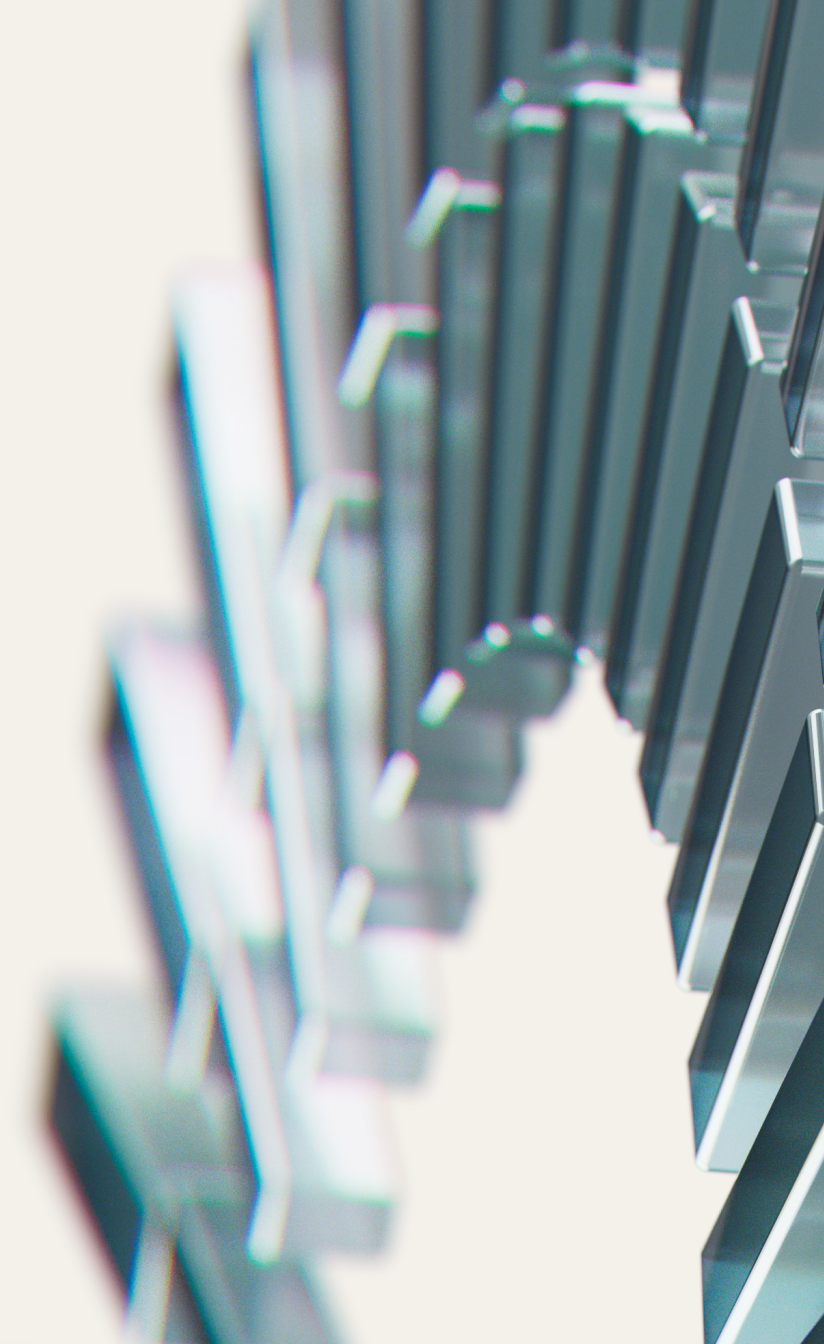




CUSTOMER STORY

Sustaining 4+ Star Performance Through a 19-Year Partnership



About Freedom Health & Optimum HealthCare

Freedom Health and Optimum HealthCare (Freedom and Optimum) are Florida-based Medicare Advantage health plans serving more than 170,000 members across diverse populations, including Medicare Advantage (MAPD), chronic condition special needs (C-SNP) and dual eligible special needs (D-SNP).

Over more than two decades, the organizations have grown from a small, regional footprint of approximately 5,000 members into high-performing plans recognized for quality and scale. Their consistent performance and strong outcomes ultimately led to their acquisition by Elevance Health in 2018.

Amid this growth and transformation, Freedom and Optimum have remained focused on one core objective: delivering high-quality care to their members, an effort deeply tied to their long-standing commitment to quality measurement and improvement.

Company: Freedom Health & Optimum HealthCare

Type: Medicare Advantage Health Plan

Success: We have maintained 4+ Stars health plans for more than 12 years. Optimum HealthCare earned Five-Star ratings for four consecutive years (CY 2022–CY 2025), including being one of only seven plans nationwide to achieve Five Stars in the 2025 rating cycle.

A 19-Year Partnership Built on Trust and Results

Freedom and Optimum have partnered with Inovalon for nearly two decades. As the organization scaled, so did its use of Inovalon's Converged Quality™. What began as annual reporting evolved into a sophisticated, always-on quality program with:

- ✓ A reporting cadence that accelerated from monthly to weekly to support more responsive decision-making
- ✓ Continuous data integration and processing to maintain up-to-date insights
- ✓ Frequent provider engagement enabled by timely and actionable performance visibility



Overall the experience with Inovalon has been great. You have one of the best products in the market.”

— Dev Kumbhani, Director II of Technology, Freedom Health

This evolution reflects more than just product usage, it underscores a partnership built on trust. “When we first started using the quality product from Inovalon, it was a very small population, less than 10,000 lives” says Dev Kumbhani, Director II of Technology at Freedom and Optimum, “Now we’ve grown to the huge membership, and overall the experience with Inovalon has been great. You have one of the best products in the market. And the product has evolved over time, keeping up with the regulatory changes and technology advances.”

As the healthcare landscape has shifted, Freedom and Optimum have relied on Converged Quality to evolve alongside them, ensuring their quality programs remain both compliant and competitive.



Five Stars
Four years in a row



Consistent High Star Ratings Performance

Freedom and Optimum have achieved exceptional and sustained performance in CMS Star Ratings, one of the most critical indicators of quality and member outcomes in Medicare Advantage.

- **12+ consecutive years of 4+ star ratings** across both plans
- **Multiple years at 4.5 stars and above**
- **Optimum HealthCare achieved 5 Stars for multiple years**, including four consecutive years

This level of consistency is rare, and it reflects a disciplined, data-driven approach to quality improvement supported by reliable, timely insights. “The product has consistently supported our efforts over time, helping enable the outcomes and results we have achieved.” says Kumbhani.



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Powering Quality with Reliable, Actionable Data

At the core of Freedom and Optimum's success is the ability to operationalize quality data quickly and consistently.

Inovalon's platform enables the team to:

- Process large volumes of data rapidly
- Generate accurate, up-to-date HEDIS® and Star Ratings reports
- Deliver frequent performance scorecards to providers
- Identify and close care gaps in near real time

This “always-on” approach to quality ensures that providers have the information they need when they need it to take meaningful action. Kumbhani explains, “The most significant impact has been the product’s consistency and reliability. Its strong performance enables efficient data processing and rapid report generation, ensuring a dependable flow of timely, accurate information. This allows both our team and our providers to act with confidence and stay focused on delivering high-quality care to our members.”

The result is a more proactive model of care, where insights translate directly into improved outcomes for members.



Scaling with Confidence Through Change

Over the past 19 years, Freedom and Optimum have navigated significant industry changes — from rapid membership growth to acquisitions, to regulatory changes and now the increasing complexity of digital quality measurement.

Throughout it all, Inovalon has served as a steady, reliable partner.

The organization credits the platform's consistency, reliability, and speed as critical factors in maintaining performance at scale, ensuring that quality reporting remains accurate and dependable, even as demands increase.



Looking Ahead: A Partner for What's Next

As CMS and NCQA continue to revise quality measurement — particularly with the transition to digital quality measures (dQMs) — Freedom and Optimum are focused on staying ahead of what's next.

They view Inovalon not just as a vendor, but as a strategic partner that will help guide them through this transformation. Says Kumbhani, “As CMS and NCQA continue to evolve their approaches to quality reporting, we are confident the platform will keep innovating to support more modern, efficient ways of managing HEDIS and broader quality measures.”

With confidence in continued innovation and alignment with regulatory change, the organization is well-positioned to advance its quality programs while maintaining the high standards that have driven its success.





Ready to Shoot For 5-Star Performance?

See how Inovalon can help you improve quality outcomes, close care gaps faster, and elevate your Star Ratings.

[Request a Demo](#)

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