



Intelligent Quality Optimization Services

Advancing HEDIS and MA 5-Star performance with proactive AI-driven care-gap closure

Quality performance is now a growth lever—and its momentum comes from how quickly you close gaps. With HEDIS measures driving Star Ratings and Stars shaping revenue, bonuses, and loyalty, Bloom's Intelligent Quality Optimization Service (iQOS) accelerates improvement where it matters.

iQOS unifies fragmented workflows into streamlined, auditable processes that close care gaps proactively. By combining population-scale intelligence with granular member-level understanding, we enable personalized interventions and efficient handling of inclusion/exclusion exceptions. The result? Higher Star scores, stronger compliance, and a clear trajectory to the next performance tier—all delivered through a low-lift, 6-week engagement model.



Unified Data Engine

- Combines Medical Data Processing & Quality Measure Engines
- Ingests claims, membership, labs, pharmacy, bed days, EMR PDFs
- Creates a single, auditable record



Automated Quality Intelligence

- Value-set rules, exclusions, eligibility checks
- Weekly measure tracking
- Rapid, scalable gap computation



Action & Program Enablement

- Provider/member dashboards, gap lists
- PCP Star status
- Training, workflow integration, monthly reviews
- Audit-ready, supported workflows

Driving Improvement Where It Matters Most for Stars



Screening &
Prevention



Chronic Condition
Management



Senior Care &
Transitions



Bone
Health

Enabling the Full Care-gap Lifecycle for Medicare Advantage's Priority Measures

iQOS operationalizes 11 high-impact MA measures central to Star Ratings performance—across preventive care, chronic condition management, coordinated care for seniors, and bone health:

- **COA-FA** – Functional Assessment
- **COA-MR** – Medication Review
- **TRC** – Transitions of Care
- **BCS-E** – Breast Cancer Screening
- **CBP** – Controlling High Blood Pressure
- **COL-E** – Colorectal Cancer Screening
- **EED** – Eye Exam for Patients with Diabetes
- **GSD** – Glycaemic Status Assessment
- **KED** – Kidney Health Evaluation
- **OMW** – Osteoporosis Management
- **SPC** – Statin Therapy for Cardiovascular Disease

Bloom also supports expanded measure sets for Medi-Cal and ACO / ACO-Reach programs.

Business Impact

50–90%

reduction in manual chart
and care-gap review effort

365×

improvement in capture
frequency

5×

improvement in
documentation quality

2×

improvement in
coding quality

10× faster

EMR onboarding
(PDF-first model)

15 minutes

to triage 15,000
charts

Fully auditable,
compliant workflows
that lower audit risk

Why Bloom



Glass-box visibility that
reveals bottlenecks and
recommends the optimal
trajectory to achieve the
next Star threshold



Proactive agent AI for
member outreach, provider
engagement, and workflow
nudges for earlier and
reliable gap closures



Continuous intercepts
that close gaps across
clinical and administrative
workflows



Enterprise-wide orchestration across
quality, risk, and care via Bloom's
comprehensive optimization solutions



Rapid, low-lift deployment that delivers value
in 6 weeks, and 3 clicks



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