



# Nonmedical Support and Medicare Advantage Star Ratings

## An Evidence-Based Policy Analysis

A close examination of the evidence shows that nonmedical supplemental benefits can be mapped directly to the eight Star measures with the highest impact on ratings. The first paper in our three-part series sets up the strongest argument yet for investing in quality programs that concentrate care in the home. **The full paper has been submitted for publication and will be available upon acceptance.**

### How Nonmedical Support Moves Star Measures at Home

In-home support services play a significant role in improving clinical outcomes. The evidence shows:

- 60%** lower risk of 30-day readmissions
- 8.9** percentage-point increase in medication adherence
- 5x** lower risk of poor glycemic control linked to loneliness in diabetes patients

Every example connects with a measure that carries considerable weight in Star Ratings. Interventions that address these measures, together and separately, can make a huge difference to quality.

#### Nonmedical Support and Medicare Advantage Star Ratings: An Evidence-Based Policy Analysis

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### Why This Matters for MA Plans

Changes to the 2026 Star Ratings framework shift the weighting decisively toward clinical outcomes and the member experience. There's substantial money at stake where Star Ratings are concerned:

**\$12.7B** in quality bonus payments to MA plans in 2025

**\$48M** average annual bonus revenue for midsize plans with four-star ratings

*"The difference between 3.5 and 4.0 stars is not, for most plans, a marginal improvement – it is the threshold between bonus eligibility and its absence."*

### Learn More About the Link Between Supplemental Benefits and Star Ratings

Our full analysis, Nonmedical Support and Medicare Advantage Star Ratings, will be published upon acceptance (to be announced). In the meantime, read our companion papers to see how real-world data backs up our belief in in-home services, and how The Helper Bees platform can put these findings into action for your plan.

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