

## Case Study



# Ansafone

**Helps Health Plan Provider  
Increase Membership  
while  
Decreasing Costs**



## Problem

With more than 600,000 members, one of the nation's largest government-funded health plan providers faced a customer service challenge. Membership growth was stretching resources, and operating costs were increasing, while efficiencies were decreasing. The company needed a solution to enhance its customer service program, consisting of inbound/outbound blended support and both dedicated and shared multilingual agents. The solution also had to provide standardization, streamlined processes, reduced costs, increased scalability and HIPPA compliance.

## Search for a Solution

The health plan provider was quickly outgrowing the technology services provided by another vendor. In order to meet reporting requirements and reach growth goals, the health plan provider needed enhanced functionality such as real-time reporting, web-based recordings, script customization and more. Ansafone's robust technology offering filled all of these requirements.

What's more, Ansafone's Accessing Care Management technology mirrored the company's internal operations to serve as a seamless extension of the health plan provider's customer care program.

## Solution

Ansafone tailored its proprietary call center management process to provide a comprehensive customer care methodology. Through these strategies, Ansafone:

- Took calls for Access to Care membership inquiries
- Managed call escalation of grievances
- Expedited appeals
- Documented key aspects of call interactions
- Met all service level requirements
- Provided confidentiality and HIPPA compliance
- Managed disaster recovery/redundancy efforts

Ansafone utilized a shared agent model that was especially effective for the multilingual aspect of the customer care program, allowing for greater flexibility to support a diverse membership base while decreasing fixed costs for dedicated agents. The Ansafone solutions' outbound components included managing numerous membership outreach strategies such as: welcome calls, membership retention, enrollment/eligibility campaigns, and Healthcare Effectiveness Data and Information Set (HEDIS) preventive care. Finally, by providing quality people, Ansafone helped reduce talk time, hold time and after-call work, all of which resulted in lower average handle times. This KPI not only saves money directly, but is also connected to improved customer experience.



## Results and Benefits

Ansafone met the health plan provider's volume and quality goals within the first 3 months of the program, far exceeding estimates. Results included:

- An average savings of **more than 86 percent** per call for the after-hours/weekend calls through the shared agent model component of the program.
- An **18 percent increase** in member retention rates through promptly and proactively generating pertinent information and responses for customers to create high customer satisfaction.
- Positive impact on HEDIS score through implementation of focused campaigns to aid members in gaining access to care.

Overall, Ansafone implemented solutions that deliver greater efficiencies, provided higher quality customer experience and increased member satisfaction.

