

USA800 PROVIDES COMPLIANCE AND COST SAVINGS FOR LEADING HEALTHCARE PROVIDER

Client Business Need

The largest 100% locally owned administrator of Medicare Advantage benefits in their state, serving over 42,000 members' prescription drug benefits and specialized group plans was seeking a contact center service provider that could meet several key criteria. Specifically:

- 1) Flexibility to be able to handle seasonal fluctuations in call volumes and overflow calls after hours.
- 2) Highly skilled agents with standards and controls to meet HIPAA and CMS compliance requirements.
- 3) 100% call recording.
- 4) Improved operating efficiency levels over their in-house model.

In addition, the provider needed to be able to conduct a series of outbound calls to both new and existing members and providers to ensure quality standards and compliance with state and federal regulations are being met.

USA800 Business Solution

INNOVATION:

- Implemented USA800's on-line reporting system to provide the management team with real-time results reporting, customized to each program.
- Deployed Contact Central for creating scripting and capturing call detail records for all twelve programs, thus simplifying user access and technology integration issues that were previously experienced.
- Utilized VoiceLogger(TM) to capture 100% of the call recordings which is required to achieve full CMS and HIPPA compliance.

KNOWLEDGE:

- Hired a core group of highly skilled agents, with insurance backgrounds, that could be cross-trained to handle all twelve programs that the company currently manages.
- Leveraged an overflow team from USA800's shared services, which is also cross-trained on a subset of the programs to handle heavy volumes during the peak fall enrollment period.
- Trained for and requires agent adherence to very strict scripting patterns in order to meet HIPAA and CMS standard requirements.
- Conducting daily team huddles and coaching with supervisors to ensure that quality standards are enforced and customer satisfaction ratings exceed expectations.

Performance Results

- 2x Number of programs handled by USA800 has doubled due to exceptional performance
- 100% Percentage of calls USA800 digitally records for agent adherence and quality guidelines
- 100% Percentage of calls client transferred and handled using USA800's disaster recovery during a disastrous hurricane

CASE STUDY HEALTHCARE

"USA800 has been a valued partner, especially during our busiest part of the year, the Medicare annual enrollment period. We have found their agents and management staff to be responsive, prepared and member-friendly."

- Chief Marketing Officer