



DialAmerica Healthcare Solutions: Annual Notice of Change for a Special Needs Plan Case Study

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DialAmerica Healthcare Solutions Develops Full-Service Telephonic Outreach Campaign For A Special Needs Plan

Executive Summary:

DialAmerica Healthcare Solutions partnered with a major Special Needs Plan (SNP) to develop a customized full-service telemarketing campaign to support its Center of Medicare and Medicaid Services (CMS) mandated annual notice of change mailing to beneficiaries. DialAmerica Healthcare Solutions' goal was to ensure that beneficiaries understood the plans benefit changes for the up coming year, answer any questions and categorize the member based on the likelihood that they will stay enrolled in the plan.

Situation:

As mandated by CMS the SNP mails an annual notice of change (ANOC) document to all enrolled members, which provides a comparison of the member's current benefits to the benefits offered in the upcoming year's plan. DialAmerica Healthcare Solutions' role in the campaign was to customize an evaluation on how the changes will affect the member confirm that they received their ANOC packets, and offer solutions to any concerns the member has.

Postcards were mailed to those members that the DialAmerica Healthcare Solutions agents weren't able to reach after one attempt. This "Unable to Reach You" postcard had a unique member code that acted as a tool to help drive the in-bound portion of the program.

Solution:

DialAmerica Healthcare Solutions' customized calling program included an extensive agent training component that allowed agents to conduct productive and intelligent conversations with beneficiaries as they were able to speak about their enrollment status and plan information.

Prior to an outbound call, all agents were responsible for detailed "pre-call work" that entailed examining the member's documented call history and familiarizing themselves with the member's demographic information. Each agent was required to review the member's name, disease state, and subsidy level (Medicaid, LIS, LICs) as well as additional plan information including: plan effective date, plan benefit package, plan name and region.

DialAmerica Healthcare Solutions agents used a detailed checklist to confirm receipt of ANOC packets, understanding of the letter and benefits/changes, and the member's likelihood to remain enrolled. This was measured and reported by using a color-coded system:

- **Green:** Likely to remain enrolled
- **Yellow:** May disenroll - Member is "not sure"
 - DialAmerica Healthcare Solutions agent has solved a minor issue for the member, but is still unsure as to their disposition
- **Red:** Highly likely to disenroll
 - Member has expressed dissatisfaction regarding a change in coverage that the DialAmerica agent cannot resolve; Member has an open issue (claims, billing, other).



Results:

Outbound DialAmerica Healthcare Solutions Call Statistics for 2010

Total leads used	53,998
Leads used per hour	6.76
Green	14,545
Yellow	751
Red	229

Inbound DialAmerica Healthcare Solutions Call Statistics for 2010

Number of calls offered	16,721
Number of calls handled	16,113
Average handled	.936 (min)
Average service level	.77.15%
Average abandonment rate percentage	3.64%
Green	11,966
Yellow	404
Red	95