Best Practices in Healthcare Member Contact Centers for Data Mining and Predictive Modeling

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Member data mining and predictive modeling are crucial to high-performing, member-centric healthcare organizations. These advanced marketing analytics are a vital part of the marketing and member outreach management process and provide contact center managers with valuable information from which intelligence-driven member service tactics can be developed and deployed.

Specifically, member data mining and predictive modeling assist in the identification of new members and their individual needs - including a complete history of contacts, transactions and services - as well as recognize members at risk of attrition. They also provide the mechanism to refine tactics through results analysis. By integrating these tools and techniques into member service operations, a turnkey approach to intelligence-driven member service can be achieved.

Within the healthcare space in particular, there is opportunity for contact centers to utilize member data mining and predictive modeling to assist in improving a member's care. With the right access to member data, contact centers play an important role as one of the primary member touch points, communicating about preventive care, chronic condition management and scheduling appointments. These interactions result in improved communication between the member and provider and an increase in overall patient satisfaction, which will positively affect a government sponsored healthcare plan's overall STAR rating.

In order to determine which predictive models will work best, the marketer first needs to determine the purpose of their member service programs —

- Improving Member Satisfaction and Care: If the goal of the program is to help ensure members are receiving quality care, then use a predictive model that will determine, based on the members' health condition and history, at what point in time a member outreach call should be initiated <u>in advance</u> of a doctor or health screening appointment.

- New Member Acquisition: If the goal of the program is to acquire new members, then use a predictive model that statistically differentiates members from non-members. The model's algorithm will identify prospects with the highest probability to become a new member.

- Selling Products / Services to Existing Members: If the goal of the program is to cross sell or upsell additional products to existing members, use a predictive model that statistically differentiates members that already own the product from members that don't own the product and have a high probability to do so.

- Retention / Member Loyalty: If the goal of the program is to retain or strengthen members loyalty, use a predictive model that statistically differentiates members that have already left the plan and identify members that have a high probability of leaving, so that pre-emptive actions can be taken.

Although these outreach programs seek to accomplish distinctly different purposes, the process used to apply learning from the data mining and predictive models will be the same.

The application of member data mining and predictive modeling techniques to both marketing and member-centric contact center programs has yielded exceptional results to those companies which have learned how to harness them.

Many of these analytical data techniques have existed for decades, but only a handful of successful healthcare plans have truly integrated data mining and modeling into their daily marketing activities. When applied strategically, predictive models can significantly enhance the probability of success.

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