



DialAmerica Healthcare Solutions: DialAmerica Helps Blues Plan Enter Medicare Advantage Space, Follows Up With Successful Rollout into ACA

Background:

DialAmerica Healthcare Solutions partnered with a leading Blues health plan to help it enter the Medicare Advantage marketplace. The partnership yielded great first-year success and an extended contract for support with the then-emerging Patient Protection and Affordable Care Act.

Situation / Challenges / Objective:

When the Blues plan made the determination to enter the Medicare Advantage market, with calls to begin in the fall of 2013, it became apparent that scalability, call center management, and conformity with CMS requirements would be a challenge to handle internally.

After vetting several potential partners, DialAmerica was awarded the business as a result of its almost decade-long experience with Medicare Advantage programs, along with its security, procedural and compliance expertise.

Solution:

DialAmerica worked in lockstep with the Blues plan's technologists and managers to create a customized call center program from the ground up. This included collaborating on call volume projections, staffing, training, and synchronization with the plan's internal databases and systems. In every case, solutions were developed that met the plan's goals while maintaining call-center-side best practices.

The win-win nature of the relationship continued throughout the implementation and execution of the Medicare Advantage launch. DialAmerica's collaboration and keen responsiveness were crucial to overcoming program challenges and ultimately exceeding enrollment and other key goals.

All of this was done in compliance with CMS requirements. DialAmerica's licensed and unlicensed agents were thoroughly trained for this specific role and assisted beneficiaries throughout their decision-making process.

Results:

DialAmerica handled nearly 10,000 calls as a part of the Blues' entry into Medicare Advantage, with a service level at nearly 90 percent while maintaining 15-second average answer times.

Because of the strength of the relationship and historical results and scalability, the Blues plan also chose DialAmerica for the ACA rollout. Again, DialAmerica proved a capable partner as both client and vendor worked through the challenges of the new law and its systems over the course of nearly 33,000 satisfied customer calls thus far.

To learn how DialAmerica can help your business, contact our solution specialists at 800-913-3331

www.dialamerica.com/healthcaresolutions



Results:

DialAmerica Healthcare Solutions exceeded all of the Health Plan's goals and now handles provider calls, outbound education and verification calls in addition to other key customer programs.

Program Aspect	Goal	Actual
Service Levels	80%	92.55%
Abandonment Rate	5%	1.06%
Average Speed of Answer	30 seconds	13.25 seconds
Productivity Goal	92%	93.86%
Internal Quality Assurance	93%	98%
Customer Satisfaction Scores	8.75/10	9.53/10



Client Testimonial

“My experience with DialAmerica Healthcare Solutions has been amazing. The agents are wonderful. Very respectful and work very well with their colleagues. I honestly appreciate their dedication and hard work. We could not have picked a better group of agents to train on our internal systems. Honestly it has been an amazing experience with DialAmerica Healthcare Solutions.”

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