



# Contact Center Planning for Healthcare Reform:

## As Affordable Care Act Moves Forward, Healthcare Plan Providers Should Prepare Now

The Supreme Court's ruling in favor of President Obama's Affordable Care Act means the sweeping changes planned for Americans and for the health care industry are on their way. Twenty-three million uninsured Americans stand to gain coverage within the next decade as state exchanges come online, placing the burden of a massive increase in demand on managed care providers.

For healthcare plan providers, these systemic changes will require a high-performing, cost-effective contact center partner to deal with significant volume fluctuations in enrollment and service delivery, all while maintaining the new regulatory compliance standards.

In order to prepare for long-term success, healthcare plan providers must confirm now that their contact centers, whether in-house or outsourced, meet the following qualifiers:

- **Scalability** – The ability of a contact center to ramp up or down as the environment dictates is a crucial qualifier. An in-house increase can become an expensive precaution if the reform environment becomes stagnant, whereas an outsourced solution will be better suited to scale up or down to help providers weather unforeseen events.
- **Agent training** – Beneficiaries rely on their health plan providers to sensitively guide them through the industry's many changes. Agents should be armed with deep knowledge and understanding of these complex products and services, and trained in professional telephone etiquette.
- **Tight supervision** – Contact centers that produce satisfied beneficiaries with each interaction require the highest level of detail and a first call resolution rate that is best achieved with a low agent-to-supervisor ratio.
- **Security and compliance** – Contact center solutions with experience in managed care have an in-depth understanding of the regulatory environment and can deliver a program architecture that maintains the highest data, security and other compliance standards.
- **Industry experience** – Healthcare is a complex and sensitive matter. Years of experience, particularly with government programs such as Medicare Advantage, is the only way a contact center will be able to draw on best practices and forecast call volume projections and industry trends.

In order to maximize their returns in the new reform environment, managed care providers need to explore contact center solutions that meet these qualifications now. Not doing so may leave opportunities — and revenue — on the table.