



How to Save on the Costs of Doing Business with the New MLR Requirements

Under the Patient Protection and Affordable Care Act, health insurance companies are now required to maintain at least an 80 percent medical-loss ratio (MLR). These new rules mandate that health insurance carriers spend most of their premium dollars on members' direct medical care. For the insurance markets, this means fitting marketing, administrative, customer service and all other overhead expenses within a tighter margin.

Working with the right contact center, one that possesses experience in the managed care space, can be a cost effective solution to meeting the new MLR requirements.

The following are a few ways how:

Efficient, measurable interactions with skilled representatives

One of the best ways to save money and get a greater return on your investment is to maximize each interaction with members and providers, and to measure contact center representatives' performance around first-call resolution. Besides a great compliance record, your contact center should have highly skilled representatives on the job. A contact center that has exceptional, skill-based routing capabilities is able to route member calls to the highest performing representatives. This will lessen call time and lower your cost-per-call handled expense. All of these items should help you lower PMPM costs.

Optimize member and provider interactions

Contact center representatives can report critical data back to a plan to further enhance a clinician's interaction with the member and also make the provider / member interaction more effective and efficient. During each call, representatives can specifically review a member's call history and ask questions to assess risk factors for common conditions and chronic diseases. They can also use the interaction as an opportunity to assess and identify potential new issues related to their care. Finally, the representative can ensure that anything mentioned during previous interactions is followed-up on in pre-defined turn-around times.

Boost your STAR rating

Ensuring quality communications at every member touch point will help deliver an exceptional experience to plan members and boost your rating well above the national average. Utilizing a contact center that can deliver an integrated, multi-angle approach across all domains and diligently report measurable data can significantly bolster your STAR Rating and ultimately save you money. For example, member-centric retention efforts throughout the year can keep members engaged and more likely to stay during AEP.

With the right mix of best practices and highly effective representatives, you'll provide better service to your members, meet your MLR requirements and also lower your contact center costs.

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

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