



# Managing Leads – The Key to Growth During Open Enrollment

The fall 2014 enrollment period is likely to be more complex and challenging than any previous year. With a litany of changes and consumer perceptions stemming from the ACA, health plans and their managers need to begin putting strategy and assets in place now to ensure plan growth and success.

With so many additional moving parts on top of an already busy season, it is all too easy to overlook the function that will probably lead to the most dramatic success and growth of your health plan: lead management.

[Studies](#) have shown that when consumers come in contact with a brand – or health plan – they react positively to timely, proactive follow-up outreach afterwards. To differentiate your plan in a crowded and competitive space, you need to plan, manage and take charge of these kinds of interactions.

Regardless of your selling strategy – be it direct, via brokers or through the phone or Internet – a competent, contact center-based solution can help you follow-up, spread the word and add members. Here are some examples of instances where proactive contact center activity can help generate and close more members into your plan:

- **Inbound response** – leads can come in from any number of channels. Partnering with a contact center to take action on inbound inquiries allows you to scale up or down mid-program, and lets plan managers focus on metrics and core business objectives. It is important that the contact center have the technology and experience to sync with your marketing strategy and channels.
- **Demand generation** – in addition to inbound inquiries, going one-step further and focusing on demand generation provides an added boost. Via your plan's data and records, as well as third-party resources, a contact center can bring more prospective members into the enrollment pipeline by proactively reaching out and providing materials, information and support.
- **Appointment scheduling** – if your plan utilizes live brokers or agents, as many do, a contact center can funnel inbound and outbound leads to them via appointment setting, aiming them directly at the most promising prospects.
- **Information distribution** – in any given scenario, contact centers can direct and maximize your plan's investment in collateral informational materials and resources by pushing them to current and prospective enrollees.

Consider these and other circumstances as you develop your strategy for the fall open enrollment season, and be sure to evaluate and find solutions that can enhance the experience of your prospects and members.