



# DialAmerica Healthcare Solutions: DialAmerica Increases Member Enrollment for a Massachusetts Medicare Plan

## Background:

DialAmerica Healthcare Solutions partnered with a Massachusetts Medicare Advantage Plan to provide member enrollment services. Calls handled by DialAmerica contact center representatives covered 'warm transfers' from the agents once Medicare beneficiaries were ready to complete the enrollment process. All calls were performed within CMS guidelines.

## Situation / Objective:

In 2007, reckoning that Medicare shoppers preferred to enroll via telephone, the Massachusetts Medicare Advantage Plan contracted with DialAmerica to provide a best-in-class shopping experience and to 'triage' the enrollment process. DialAmerica's ThinSourcing™ business model offered tools and functionalities that could be seamlessly integrated with its sales program in a cost-effective manner, while also maintaining compliance standards.

## Solution:

DialAmerica Healthcare Solutions created a comprehensive telephonic enrollment program that included a customized training component. This allowed contact center representatives to sensitively guide new members through the completion of the enrollment process.

Seeing the success that DialAmerica achieved for them via telephone, the Plan decided to expand the sales channel online. At that time, the Plan was not securing any enrollments through its website, which simply offered a static brochure. In October 2010, the Plan launched a new retail site – with a user-friendly interface, a full menu of Medicare products and services, and the enrollment functionality. DialAmerica took on an expanded role for processing enrollments secured via the new website.

Throughout the life of the program, DialAmerica developed proactive solutions to improve efficiency. In 2010, for example, DialAmerica expanded the sales experience to engage second members of households.

**“DialAmerica offered a nice holistic solution that, in one fluid experience, simplified the process and decreased the number of people necessary to handle enrollment applications.”**

## Results:

Since 2007, the Plan has seen a 100% increase in telephonic and online member enrollment year over year. Gradually, the Plan was able to make telephone-driven enrollment 60% and website-driven enrollment 25%, of total member enrollment.

Enrollment Statistics for 2011:

- Sales volume – 60% by phone, 25% online
- ROI – cost-per-phone enrollment is \$18 per application, 16 minutes to complete

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

[www.dialamerica.com/healthcaresolutions](http://www.dialamerica.com/healthcaresolutions)

