Healthcare Companies Enhance Customer Service

Use Natural Language to Improve Self-Service and Reduce Costs

Healthcare Customers

Blue Cross and Blue Shield of Minnesota
Highmark
Medical Mutual of Ohio (MMOH)
and many more...

Overview

The healthcare industry has entered an era of unprecedented change. As part of the world's most expensive healthcare system, U.S. healthcare organizations are constantly striving to balance delivery of quality care with cost-efficient operations. On top of that, the Affordable Care Act (ACA) has introduced new challenges. As ACA legislation takes effect it is likely that millions of previously uninsured individuals will enroll for health coverage, making them eligible for medical services and putting additional stresses on the healthcare system. The government's Health Insurance Marketplace, along with uncertain reimbursement rates and slower spending by employee-selected plans, is expected to shift greater cost responsibility to patients. As a result, patients will undoubtedly demand higher levels of customer service when dealing with the full spectrum of healthcare organizations—from insurance companies, HMOs, pharmacies and labs to medical professionals, hospitals, nursing/rehab facilities and home healthcare providers.

How important a role will customer service play moving forward? Under ACA changes related to pay for performance, healthcare organizations that can't keep their patients happy will face up to a one percent reduction in Medicare payments. The government-implemented Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS),a survey that measures patient satisfaction across areas such as communication with doctors and numbers, responsiveness of hospital staff and communication about medicines, could affect almost $1 billion in Medicare spending per year. The private sector also faces increased competition and greater accountability as providers seek to attract and retain healthy patients with commercial insurance coverage. To meet these challenges, healthcare providers of all types are looking for new ways to control costs while improving member services, support and communication.

Automate Integrated Inbound and Outbound Customer Engagement and Service using Conversational Speech

In response to sweeping changes and emerging challenges, healthcare organizations are taking steps to boost operational efficiencies and improve member and provider service and support by increasing their self-service footprint and delivering a superior customer experience.

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"We've seen a huge increase in the number of people self-serving in the new system... the Call Steering solution puts patients and providers in control of their interaction and simplifies their transaction... our improved containment rate is proof of its success!"

—Vice President, Call Center Technologies
National Healthcare Provider

Leading healthcare insurance companies are using Nuance's conversational speech solutions to fully automate—or partially automate with accurate routing of calls and member's information to live agents—interactions such as claims status, payment collections, prescription refills, eligibility and benefits questions, dispensing of medical advice and communication of medical and financial information. Integrated inbound and outbound channels are being used to proactively notify members and/or providers about prescription refill status, late payments, wellness programs, enrollment, preventative care appointments and upcoming regulatory changes with the option to transfer to live agent or medical professional support when required. As a result, members and providers enjoy faster, more efficient interactions with healthcare insurance companies, a benefit that contributes to higher satisfaction rates. At the same time, conversational speech solutions increase self-service automated interactions for reduced operational costs.

Deliver Cost-Effective, Seamless Multichannel Customer Experiences

With the rollout of ACA legislation the healthcare industry is entering unchartered territory with new and growing demands. Leading healthcare insurance companies are meeting the challenges of increased accountability, expanding competition and uncertain reimbursement/payment rates by reducing costs and improving service to members and providers. A multi-channel, speech-enabled approach not only provides effective self-service and agent interactions through the use of IVR, natural language and voice biometrics, but it integrates inbound and outbound voice and SMS to create a seamless customer experience.

Solutions for Healthcare

Inbound	Outbound
Claims Status	New Member Welcome Notification
Eligibility and Benefits (Effective Dates and Coverage)	Live Nurse/Physician Assistant Calls
Prescription Order Refill and Status	Appointment Reminders
Primary Care Physician (Select/Change)	Prescription Refill Status/Reminders
Authentication – Security/Privacy	Enrollment Notification
Referral Status/ Authorization	Confirm ID Card Replacement
Duplicate ID Card	Confirm Address Change
Provider Directory	Confirm Add/Remove Member
Check Lab Results	Return Calls from On-Hold Queue
Add/Remove Members	Advocacy Support
Change of Address	Well Patient Program Offers
Flexible Spending Account	Preventive Care Reminders
Pay Bill	Late Payment Reminders/Collections
	Satisfaction Surveys
	Regulation Updates
	Product Updates
	SMS and Email

– Investing in conversational speech technology is critical for companies concerned with improving member and provider satisfaction. In a recent Nuance survey, 51% of people said that a conversational interface makes it easier to get things done when engaging with a company—regardless of whether they're using IVR, Web,

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Many of the largest U.S. healthcare organizations use Nuance to improve the way they interact with members and providers.

or a mobile app. Intelligent speech-enabled IVR applications tailored to each caller, improve satisfaction while reducing operating costs. Using a Nuance conversational speech solution, a leading U.S. healthcare benefits company increased its customer service call automation rate by 400%.

– Replacing frustrating menu mazes with natural language call routing makes self-service more intuitive and effortless. Natural language allows callers to state the reason for their call in their own words. The IVR uses the conversational input to route callers directly to the right self-service application, resulting in higher call containment rates. And when callers do need to speak with an agent to address more complex questions related to eligibility, claims or billing inquiries, accurate routing gets them to the appropriate agent the first time. What's more, the agent automatically receives collected data, such as member or provider policy numbers or specific claim or prescription information, to further streamline the interaction. By using Nuance's NLU technology, a large prescription management company saw customer complaints decrease by 60% and the number of callers completing prescription refill transactions increase by 35%.

– Integrating personalized, proactive outbound communications with a well-designed IVR helps keep the customer informed and engaged. Leading healthcare companies are effectively using outbound notifications to improve enrollment rates, communicate changes to insurance policies and provide appointment reminders and prescription refill status. These anticipatory communications not only reduce inbound call volume, but they increase

Success Story

Major U.S. Healthcare Insurance Company

Customer Profile and Challenge

Handles more than 13 million service calls each year

Improve member satisfaction and reduce service-related costs

Solution

Replace directed dialog menus with conversational speech using NLU Call Steering

Move authentication to follow Call Steering prompt and make authentication level conditional on the specific caller intent

Redesign speech application to improve performance

Implement a table-driven approach to add new client groups and configure their intents, authentication levels and routing with greater speed and ease

Results Achieved

Reduced number of callers requesting an agent at main menu by 12.3%

Increased authentication success rate by 26.1%

Increased self-service usage rate by 9.3%

Reduced total cost of ownership with table-driven approach

member and provider satisfaction while driving bottom-line results. Blue Cross Blue Shield of Minnesota worked with Nuance to develop a multi-channel service experience strategy that yielded measurable result. This strategy enabled the company to execute an outbound campaign that reached 70 percent of the membership in just three weeks and reduce overall service representative calls by 1.5 million.

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Why Nuance

A deep understanding of industry-specific needs, business objectives, and evolving consumer expectations is central to how Nuance builds technology and designs solutions. Our customer service solutions blend the best conversational technologies, IVR self-service, call routing applications and reporting to meet each organization's unique business needs while providing a superior customer experience.

Having the best technology is crucial, but leveraging those technologies to deliver on a customer's specific requirements and goals is key. Nuance collaborates with our best-in-class partners to develop and deliver solutions that help contact centers of all sizes to increase efficiency, achieve competitive differentiation, and improve customer satisfaction. With more than 5,000 speech-enabled self-service deployments and a proven delivery system that ensures quality at every stage of the solution lifecycle, Nuance offers unparalleled leadership and expertise to help organizations earn happy, loyal customers while reducing costs.

About Nuance Communications, Inc.

Nuance Communications, Inc. (NASDAQ: NUAN) is a leading provider of voice and language solutions for businesses and consumers around the world. Its technologies, applications and services make the user experience more compelling by transforming the way people interact with devices and systems. Every day, millions of users and thousands of businesses experience Nuance's proven applications. For more information, please visit www.nuance.com/go/CEX.

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