

A National Healthcare Provider Improves Call Processing by 30%

THE CHALLENGES

This National Healthcare provider is a government contractor responsible for processing Medicare claims for healthcare facilities and practitioners in several states. The company has offices and claim processing contact centers in seven states that span the northeast and midwest regions. On an annual basis they process over 208 million claims and makes benefit payments of \$87.9 billion. They receive an average of over a million calls per day but must also handle peak demand days (such as Mondays after holidays).

The Federal Government's Center for Medicare and Medicaid Services (CMS) mandates monthly performance standards to National Government Services and all other claims processing contractors. These include an All-Trunk busy rate of less than 5% per month on the incoming lines. In short, these mandated performance standards translate into 95% of callers completing their call the first time and 80% of callers experiencing no appreciable wait times.

In addition, the Health Insurance Portability and Accountability Act (HIPAA) mandates privacy procedures requiring detailed caller identification such as provider number, Medicare number, patient's birth date, gender and name to ensure privacy and claim accuracy. These regulations can extend the length of each call and complicate the information systems requirements for identification matching since complex alphanumeric account numbers are used to identify health care providers and facilities.

This provider determined that to meet all requirements, major enhancements had to be implemented into their existing legacy contact center infrastructure.

"MicroAutomation delivered a great solution on budget, on time and under tight time constraints. The company's professionals were reliable and lived up to their commitments"

– IT Business Advisor
A National Healthcare provider

THE SOLUTION

In the 1990's, MicroAutomation developed a contact center solution for this national healthcare provider that included an automated "front-end" to route callers. When they were faced with new contact center challenges, they turned once again to MicroAutomation for the solution based on a history of service and reliability from MicroAutomation solutions.

The assignment for MicroAutomation was to update the legacy environment with an Interactive Voice Response (IVR) solution designed to make customer self-service easy to use, expedite the processing of claims and take pressure off the customer service representatives. The new enhanced contact center solution was to be implemented in a very short time frame.

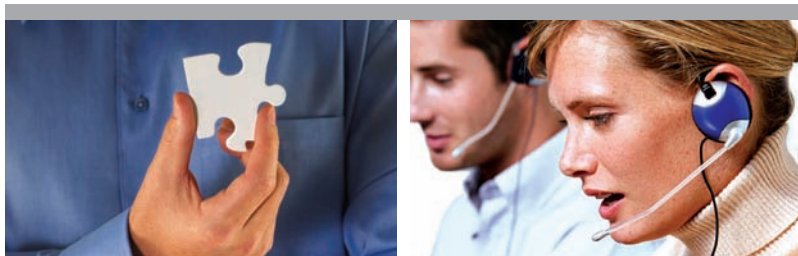
MicroAutomation met and exceeded their expectations. The solution was based on open standards technology that saved them significant development costs and allowed reuse of software to speed the deployment timetable and provide additional future flexibility. The MicroAutomation solution was operational within four months.

MicroAutomation's speech-enabled Self-Service solution allowed the healthcare provider to handle a 30% increase in call volume. The Self-Service technology reduced operating costs, improved service levels by virtually eliminating call blockage and reduced wait time when callers required a customer service representative.

THE BENEFITS

The new contact center solution developed by MicroAutomation for a National Healthcare provider:

- Increased the call automation rate by 30% annually
- Increased the handling of Self-Service calls by 41%
- Reduced operating costs and increased service levels through faster completion of calls
- Implemented in four months!
- Includes CMS-specific reports and comprehensive system usage reporting, allowing the company to determine where steps in the self-service process are confusing to users, so the system can be constantly improved



TECHNICAL IMPLEMENTATION

MicroAutomation integrated the following technologies to build the new solution:

- A platform based on VoiceXML open application development standards
- Server systems consisting of Intel Dialogic voice cards and Genesys Interactive Voice Response applications
- Web enabled servers are loaded with Nuance Open Speech Recognizer (OSR), Nuance Speechify Text-To-Speech (TTS), IBM Personal Host Emulation software
- MicroAutomation's Host Server application serves as the hub for the entire solution
- A database server running Microsoft SQL serves as a repository for transaction information
- Customized summary reports to track and record each transaction, steps taken and processes completed
- 192 total ports integrating three remote locations into a single seamless solution
- Six points of data security to comply with HIPAA requirements

MicroAutomation's technical depth, business process expertise and extensive network of partners expedited the implementation of the new contact center system. MicroAutomation implemented best-of-breed products and provided customization and integration services centered on the healthcare providers' needs, culminating in a world-class contact center solution.

ADDITIONAL RESULTS

MicroAutomation completed the new solution on-time and within budget. Many routine questions that callers have for the healthcare provider are now automated including: claim status; patient eligibility information; deductible information; procedure code pricing; check payment information; and commonly requested phone numbers, addresses, web sites and seminar information. Additionally, since the system is speech-enabled, callers have the option to either speak to the Self-Service system or use the keypad on their telephone and provide the system with touch tone responses.

ABOUT MICROAUTOMATION

MicroAutomation is a leading systems integrator offering an extensive range of call center technology solutions and professional services. Since 1991, MicroAutomation has designed, developed, and implemented solutions worldwide in a wide variety of industries, such as Healthcare, Utilities, Emergency Services and Government. We specialize in implementing Self-Service and Call Control applications, as well as providing comprehensive Analytics and Reporting solutions to enhance the overall caller experience. The call center technologies implemented by MicroAutomation improve millions of customer interactions every day. MicroAutomation solutions help companies maximize the efficiency of their call center infrastructures and empower their customer service strategies. MicroAutomation is a privately-held corporation headquartered in Manassas, Virginia.

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