

Midwest Regional Healthcare Provider Improves Call Center Processing with New Automated System

THE CHALLENGES

A Midwest regional healthcare provider administers Medicare programs in 14 states, serving more than 125,000 healthcare providers and over 5.4 million program beneficiaries. They are based in one of the midwest states and employ over 1,200 people in 14 office sites in nine different states.

They have two main call centers located in two different states. On average, the call centers collectively handle more than one million calls per year, and this number continues to rise each year. With this increasing call volume, the healthcare provider recognized that a future upgrade to their call center infrastructure was imminent.

Another factor that the healthcare provider has to consider is the Health Insurance Portability and Accountability Act (HIPAA) which mandates privacy procedures regarding detailed caller information. In order to meet these strict HIPAA guidelines and effectively deal with a rising call volume while continuing to deliver outstanding customer service, they realized that their existing call center infrastructure needed to be updated with the latest technology and that the communication between the call centers needed to be streamlined.

THE SOLUTION

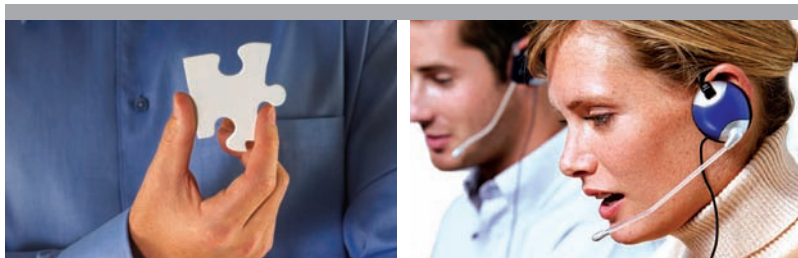
They recognized that MicroAutomation has a solid history of successfully implementing call center solutions in the Medicare arena. In addition, when they observed a particular solution that was deployed to another Medicare provider that had the same challenges, and observed the success they were experiencing with their upgraded call center, they realized the value MicroAutomation could provide.

MicroAutomation was assigned to implement a speech-enabled Interactive Voice Response (IVR) system as well as a Computer Telephony Integration (CTI) solution that was distributed across two different locations. The IVR system allows the healthcare provider to make Self-Service options user-friendly, therefore increasing customer service levels. This also made adhering to the HIPAA regulations easier since the complex alpha-numeric identification numbers could now be spoken. The CTI or Call Control portion of the solution allows the company to generate call transaction reports to utilize as a tool for continuous improvement to the solution and the easy identification of customer service issues that may arise.

THE BENEFITS

The new contact center solution developed by MicroAutomation for the Midwest regional healthcare provider:

- Reduces operating costs and increased service levels through faster completion of calls
- Provides CMS-mandated reports and comprehensive system usage reporting for continuous improvement of the solution
- Due to open standards technology, the provider is able to complete future upgrades with ease



TECHNICAL IMPLEMENTATION

MicroAutomation was responsible for integrating the following technologies:

- Solution includes best-of-breed hardware and software technologies
- VoiceXML open-standards platform
- 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 contact center solution
- Customized summary reports to track and record each transaction, steps taken and processes completed
- 192 total ports integrating two remote locations into a single seamless solution
- Six points of data security to comply with HIPAA requirements

MicroAutomation's proven record of technical and implementation expertise in the healthcare field assisted with the execution of this deployment. The solution was completed in two phases - for Medicare Part B options followed by Medicare Part A. MicroAutomation worked closely with the healthcare provider to customize the self-service options to the specific needs of their caller base. The solution was completed on time and within budget.

ADDITIONAL RESULTS

Due to the success of the initial deployment, the healthcare provider has appointed MicroAutomation to assist them with the development and implementation of automated solutions for Durable Medical Equipment (DME) and Drug Cap calls.

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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