

customer care solutions from Nuance



white paper ::

Proactive Notifications for Healthcare Payers

A Nuance Customer Care White Paper

introduction

Healthcare payers are preparing for widespread industry changes as a result of sweeping healthcare reform legislation. They are taking steps to improve member service and operational efficiency so changes can be implemented as seamlessly as possible. At the same time, they are pursuing differentiation with products and services that enable employers to attract and retain top talent while controlling healthcare costs during this time of transition. That's why more healthcare payers are offering wellness programs that focus on advocacy and prevention. By incorporating services like personalized health coaching and smoking cessation support, wellness programs are designed to educate, motivate, and reward employees for making positive healthcare and lifestyle choices. In addition to reducing the need for medical services, these programs provide economic benefit by reducing absenteeism, on-the-job injuries, workers' compensation costs, and disability management expenses.

The success of any wellness program, however, depends on effective outreach and communication. Personalized reminders, alerts, and consultative support can help put members on the path to healthier living. Proactive notifications — also known as automated outbound care applications — provide an effective, cost-efficient way to support wellness programs, driving down healthcare costs for insurer, employer, and member alike.



Proactive Notifications: An Accepted Method of Customer Contact

Proactive notifications are becoming a widely accepted component of corporate customer care strategies. Need proof? Consider these research findings:*

- Almost three quarters of respondents have experienced a proactive email communication in the past six months
- Respondents have received more automated customer care calls than live customer care calls
- Just over a third of respondents are receiving proactive messaging by SMS or text message

* Source: Harris Interactive Consumer Research, 2008

proactive notifications: increasing wellness program effectiveness

Automated outbound care presents enormous cost reduction and service improvement opportunities. Consumers truly appreciate automated notifications when they have personal relevance and provide useful information. In a recent study, 81% of participants indicated interest in receiving at least one type of health-related notification via their choice of email, voice message, or text message.¹ Appointment reminders and prescription pick-up notifications were cited as the most preferred types of notification.² Given this level of interest, it's not surprising that healthcare payers are making outbound notifications a key component of their member care strategies.

Automated outbound notifications go a step beyond the telemarketing or predictive dialer calls of the past to proactively communicate with members by SMS, email, or voice channels. They displace inbound call volume by anticipating the reasons a member would call your contact center and provide personalized, profile-triggered information that promote positive health outcomes and build member loyalty. Because members can “opt in” to receive proactive notifications how and when they prefer, you also avoid complaints about unwanted communications.



Healthcare payers are best served by outbound campaigns that know when and how to reach out to qualifying members — all while navigating the complexities of customer care best practices, HIPAA laws, and other healthcare-related regulations. Nuance Notification Hub is a complete solution for the design, development, launch, management, and analysis of multichannel outbound notification campaigns. It integrates with your contact center infrastructure and CRM system to automatically execute member campaigns per pre-defined rules.

^{1, 2} Source: Forrester Custom Research Study, August 2009

outbound member care applications

Wellness programs help you control costs and achieve competitive differentiation by promoting preventative measures and lifestyle changes that improve health and reduce need for medical treatment. Proactive notifications provide a cost-effective way to support wellness programs for favorable member outcomes and lower healthcare costs. Consider the following application examples:

Well Patient Reminders	<p>Send messages reminding healthy members to get preventative care. For example, medical best practices recommend that individuals in specific age groups undergo tests like mammograms, colonoscopies, and prostate exams at regularly scheduled intervals. You can use proactive notifications for sending automated reminders — triggered by personal profile attributes — to help increase awareness and educate members about the value of preventative screenings.</p>
Advocacy Support	<p>Many wellness programs offer personalized care plans to qualifying members. Design and execution of an effective care plan requires two-way communication between care managers and members. Proactive notifications can automate and enhance communication to increase efficiency, improve follow-up, and drive member satisfaction. Consider the following example:</p> <p>“Hello, Mr. Clark. This is ACME Health Insurance. We’re calling to notify you that we have not received your diabetes assessment. Once we receive it, we will send you an educational resource kit and prepare your personalized care plan with your care manager. If you have received the assessment, please complete it and send it back to us using the pre-paid envelope provided. If you do not have the assessment and would like us to mail you a new package, please press “1” now.”</p>
Live Nurse-Assisted Calls	<p>More sophisticated outbound notification systems enable you to completely automate many health advocacy calls, or to partially automate live nurse/care manager calls. By automating subscription list management, dialing, and reporting, the system frees up skilled nurses to focus on member care — not phone dialing. The system will transfer connected calls to the nurse, who is able to preview member information automatically displayed on his or her desktop. This allows for more effective use of highly paid resources while facilitating delivery of exceptional care and support.</p>
Welcome Notifications	<p>Build good will and reinforce your brand by sending notifications that welcome new members to your wellness program and explain the role that outbound notifications can play in putting them on the road to healthier living.</p>
Customer Satisfaction Surveys	<p>Proactive notifications provide a highly cost-efficient method of gathering member feedback on your wellness program to ensure it continues to meet their needs. These automated surveys can feature built-in interactivity for collecting valuable satisfaction data that can be used to continually enhance your program and improve member service.</p>

nuance notification hub: a complete solution for multichannel outbound notification campaigns

Leading healthcare payers recognize that outbound interactions are an increasingly critical part of an effective member care strategy. Nuance draws upon our extensive contact center system design and integration expertise to deliver a seamless and customized inbound and outbound service experience that aligns with your overall member care vision and strategy.

This expertise is reflected in Nuance Notification Hub (NNH), our complete solution for multichannel outbound notification campaigns. NNH enables you to proactively communicate relevant, timely and actionable notifications to members based on their personal profiles, medical information, health concerns, wellness goals, and contact preferences. Unlike other outbound solutions, NNH supports more sophisticated proactive notifications that utilize speech technologies, integrate with member databases in real time, and offer interactivity to connect members to inbound self-service applications. NNH enables fully automated, personalized notifications over SMS, email or voice that can:

- Increase member satisfaction by delivering personalized program information and other relevant health and wellness content
- Reduce inbound call volumes by proactively contacting members about matters that might otherwise prompt a call to the contact center
- Free care managers, nurses, and live agents to focus on more complex member care issues
- Lower healthcare costs for employers and members by promoting preventative care and healthier lifestyle choices



With NNH, you can successfully design, develop, launch, manage, and analyze multichannel outbound notification campaigns. The flexible NNH solution may be deployed on premise, as a managed service, or in a SaaS model. Because NNH hosted and on-premise solutions are built on the same technology platform, system management and reporting are seamless and transportable. As your programs expand and evolve, you have the option to switch deployment platforms without having to invest more money in development and intellectual capital. What's more, NNH can be easily extended to integrate within your existing contact center infrastructure, receiving real-time data or batch files from the CRM system or other enterprise applications.

With add-on modules such as Nuance Subscription Manager, you can empower members to choose what notifications they receive and how they receive them. Subscription Manager enables members to set personal preferences, including notification type (appointment and test reminders, wellness tips, mailing follow-up, etc.), communication channel (landline, mobile, SMS, or email), timing (quiet periods), and even alternative contacts. When necessary, proactive notifications may be intelligently transferred to your inbound IVR system or to live agents/nurses in order to provide a more complete and satisfying member care experience.

about Nuance Communications, Inc.

Nuance is in the business of helping companies better support, communicate with and understand their customers while maintaining operational efficiency goals. Nuance currently supports over 8 billion care interactions around the world. No other company has as much experience as Nuance in understanding how customers interface with a care operation. Our vision is to make every customer interaction a winning experience. For more information about our customer interaction solutions, business consulting and professional services, please visit <http://www.nuance.com/care/solutions/outbound.asp>.

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