

# Leading population health management company **boosts enrollment.**

Automation helps lower operational cost.

## Challenge

- Increase enrollment into disease management programs to improve overall patient health and ROI

## Solution

- A welcome call introduced the plan and offered enrollment or appointment scheduling
- A follow up call offered to enroll members and reminded them of the postal mailing
- An appointment reminder call provided additional support and offered transfer to an agent for rescheduling
- A re-engagement call contacted “missing in action” members, offering encouragement, as well as options to transfer to a live agent

## Results

- 700% (or 7-fold) increase in initial engagement rate
- 70% success in obtaining correct phone numbers
- 50–80% improvement in enrollment and requests to schedule appointments
- Improved productivity and ROI
- Use of engagement specialists increased satisfaction with call center
- Maintained high quality patient experience and received no patient reported complaints

## Effective connections with Nuance

Enrollment is the cornerstone of success in disease management programs. Healthcare organizations that deliver disease management and wellness clinical support spend a significant percentage of their budget connecting with patients to enroll them into the programs. And once members are enrolled, the long-term work of helping them manage their health condition begins. As a result, these organizations find enrollment to be critical for successful healthcare management and operations.

“The rate of engagement far exceeded our expectations and we expect to revamp our entire process based on the success of this initial outreach.”

#### **Positive health outcomes**

When a leading population health management organization evaluated their existing programs, they determined that their enrollment strategies produced less than optimal results. These strategies included a combination of postal mailings and follow-up calls from care representatives in an attempt to connect with members and enroll them in their programs. The majority of members disregarded the mailings and many were not at home for the calls. Performing this type of live outreach in conjunction with mailings had a high marginal cost and did not scale well to the numbers of members the organization was attempting to contact. Further, it failed to deliver the results the organization needed. While engagement specialists were the gold standard for member contact — when their specialists did contact a member, they were successful at engaging and enrolling them — they found that the expense of this outreach was significantly out of proportion to its results.

#### **Proven efficiency and effectiveness**

The organization engaged Nuance to determine if automated outreach could deliver both efficiency (low marginal costs) and effectiveness (response rates similar to the gold standard of engagement specialists). Nuance reviewed the organization’s current strategy and processes, and then proposed an outreach plan using its proactive engagement for healthcare solution. This solution is specifically designed to help healthcare organizations manage outreach to members for programs like Disease Management.

Nuance proposed a communication strategy for automating calls to members that would augment the company’s traditional strategy and leverage use of engagement specialists more effectively. To properly assess the value, the organization and Nuance collaborated on a broad range of outcome metrics that helped quantify the effectiveness and efficiency of this new program.

**Low cost, high response rates, improved member and call center experience**

Nuance delivered on every outcome metric, beating the baseline requirements by a significant margin:

- Improvement in the initial engagement rate: increased by a factor of 7 or by 700%. The large number of members contacted drove an increase in enrollment (combined with requests to schedule appointments) between 50–80% across multiple call centers.
- Call center satisfaction: Engagement specialists reported a positive experience—they were spending time responding to members who were interested in the program, instead of placing calls to raise awareness about the programs.
- Locating missing phone numbers: Attempting to look up numbers for up to 60% of records was solved entirely by a fully integrated solution to automatically determine incorrect or invalid phone numbers, update those numbers from the three largest data sources of residential and commercial information, and then automatically re-contact those members the next day.

Nuance’s integrated approach for automated communications proved invaluable for the engagement specialists in terms of work experience and for the organization as whole: call center productivity sky-rocketed (as measured by number of members enrolled).

**The need for clarity and personalization**

**Question:** Would members like interacting with an automated communication? Quality was particularly important for those who were older and/or suffering from a variety of conditions. Would the quality be as intelligible as a live person speaking?

**Solution:** Nuance’s unique library of pre-recorded live speech digitally assembled into a communication for clarity, dialogue scripting sessions, professional voice talent that emulates engagement specialists, and personalized for each member.

**Result:** Members responded positively to the clear, intelligible, personalized communications. And, although the organization had anticipated them, no one registered complaints.

**Learnings and future potential**

The improvements delivered by Nuance have proven so significant that the organization is now revamping its entire strategy for enrolling and engaging members, and it may include removal of a long-term practice of sending postal letters. The company is delivering better, more effective outreach and gaining appreciable cost advantages.

**About proactive engagement**

Nuance works with the nation’s leading brands, improving the reach and effectiveness of their customer service and collections campaigns. We deliver results by blending the scalability and efficiency of cloud-based automation with sophisticated personalization based on known preferences and previous response patterns. Orchestrating the use of channels most preferred by consumers – voice, text, email, mobile application and live agent– further ensures cost-effective results. Fortune 500 companies who build loyalty based on their service, trust Nuance to proactively engage one in five Americans each year with the right information at the right time. Follow us on Twitter: @NuanceEnt

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**About Nuance Communications, Inc.**

Nuance Communications is reinventing the relationship between people and technology. Through its voice and language offerings, the company is creating a more human conversation with the many systems, devices, electronics, apps and services around us. Every day, millions of people and thousands of businesses experience Nuance through intelligent systems that can listen, understand, learn and adapt to your life and your work. For more information, please visit [nuance.com](http://nuance.com).

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