



customer care solutions from Nuance



The experience speaks for itself™



Nuance Customer Care Solutions :: Health Insurance Industry

Health Insurance Customers

- Aetna
- BCBS of North Carolina
- BCBS of Arizona
- CareFirst BCBS
- Empire Medicare
- Great-West Healthcare
- Highmark BCBS
- Horizon BCBS
- Kaiser Permanente
- Medco
- United Healthcare
- WellPoint
- Many more...

Nuance is helping health insurance companies change the way they interact with their customers.

Our mission is to help you earn happy, loyal customers through great service experiences. We do this by identifying ways to enhance interactions with your members and providers over the phone, while also reducing your operating costs.

Nuance helps health insurance companies address common call center challenges, such as identifying the caller in the IVR to personalize the interaction, quickly and easily determining the reason for the call for accurate call routing, and increasing usage of self-service applications to reduce time spent with agents.

We find solutions that will most benefit your organization by combining the insights of our business consulting team, the experience of our extensive professional services organization, and the advanced technology of our solutions. Together, we find ways to improve call-flow design, enable more intuitive self-service capabilities using natural-language voice recognition, empower agents by passing customer data to a simple desktop interface, and communicate more proactively using outbound phone calls, text messages and email.

As the leading provider of automated solutions for contact centers, Nuance helps you to significantly reduce costs while delivering a great caller experience.

Inbound Self-Service

- Callers say the reason for their call in their own words.
- Easy identification of caller using their phone number or spoken ID.
- Automated solutions powered by voice recognition or touchtone.



Member: "I need to check the status of a claim."

Outbound Notifications (Voice, SMS and Email)

- Automated proactive notifications and confirmations.
- Opt-in alerts delivered via voice, SMS and email.
- Anticipate and displace inbound calls.



Insurer: "It is time to refill your prescription for..."

Productivity Solutions

- Call routing, CTI, screen-pop and customized desktop solutions that provide agents information about the caller for delivering quick, personalized service.



Representative: "Hello Mr. Jones, I understand you'd like to discuss your benefits for..."

CUSTOMER CARE SOLUTIONS



Nuance Inbound Solutions

Nuance Inbound Solutions automate calls using both speech and touchtone technologies, and they improve the interaction experience by applying best practices in call flow design. Nuance Inbound Solutions include call routing and self-service solutions. Intuitive self-service solutions decrease the need for members and providers to talk to live agents and reduce operating costs. Our experience in creating self-service solutions is second to none. Worldwide, we've been building them since 1989. Our Inbound Solutions are available on premise, hosted, or by leveraging a flexible hybrid model.

Samples of Inbound Self-Service Applications for the Health Insurance Industry

Subscriber/Member/Provider Customer Care

- Claims status
- Eligibility and benefits – effective dates and coverages
- Prescription order refill and status
- Primary care physician – select/change
- Referral status/authorization
- Duplicate ID card
- Provider directory
- Change contact information
- Pharmacy location/hours
- Co-pay information
- Call routing/dialer

Provider/Healthcare Professionals

- Verify subscriber coverage and benefits
- Claim status inquiry
- Call routing/dialer

HIPAA Security

- Secure access to patient information with dynamic password



Nuance Outbound Solutions

Nuance Outbound Solutions deliver personalized, proactive interactions over multiple channels (SMS, voice and email). They help reduce inbound call volumes, prevent customer frustration before it happens, and even generate increased revenue through targeted special offers. With an opt-in functionality, your customers will appreciate getting notifications and alerts when and how they want them.

Samples of Outbound Self-Service Applications for the Health Insurance Industry

Subscriber/Member/Provider Customer Care

- Claim status
- Health spending and reimbursement account updates
- Prescription refill reminder
- Prescription status
- Patient education
- Upcoming payment reminder
- Well patient schedule appointment reminder
- Well patient program offers
- Change of address verification

Collections

- Late payment reminder
- Account suspension
- Cancellation notices

Corporate Communications

- Surveys
- Product updates
- Announcements
- Regulation updates
- Shift scheduling
- Welcome calls

Nuance Productivity Solutions

Nuance Productivity Solutions help enable the seamless, efficient and personalized caller experience that your members and providers deserve. CTI Routing with screen pop and customized desktop applications link data captured in the IVR with information from other databases. An agent's desktop is populated with relevant, prioritized information – so callers are personally greeted and agents are prepared to fulfill member and provider requests. For the business, this shortens call duration and reduces agent handling time. For the caller, there's a seamless, positive experience.



ENTERPRISE SERVICES

Nuance Can Help You Get There

Nuance is the world's largest consulting and systems integration firm specializing in enterprise-level customer interaction solutions. Our comprehensive range of services are focused on your needs for – on premise or hosted solutions – whether business consulting services, application development, systems integration, solution optimization or managed services – we provide you with services customized for your requirements. Nuance's end-to-end member and provider contact solutions use the latest technologies, leading industry standards and platforms, and leverage your existing backends and legacy systems to optimize caller interaction solutions and enhance your member's and provider's experience.

Nuance self-service contact center solutions help healthcare insurance companies improve operating efficiencies and how they interact with their members and providers.

- Reduce costs without sacrificing caller satisfaction
- Increase automation rates with fewer misroutes and zero-outs
- Enable better use of their agents' time and skills



Business Consulting



Design



Development



Systems Integration



Support and Optimization



Hosting



Training

Success Story

A large healthcare insurance company converted all of their pre-existing touchtone applications to speech and replaced their end-of-life IVR with an open-standards based VXML solution and CTI integration with screen pop. The solution offers three main self-service areas for the callers: members, providers and prescription services. It uses directed dialog, natural language understanding, and DTMF, and now the system accepts alpha-numeric identifications in a variety of formats, with speech and touchtone responses.

RESULTS

- Nearly 10% reduction in agent handled calls.
- Nuance’s solution helped the company exceed their goals for provider self-service transactions.
- More than 25% of prescription mail order calls are handled through the self-service system.

about Nuance Communications

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 www.nuance.com/care.

©2010 Nuance Communications, Inc. All rights reserved. Nuance, the Nuance logo, The experience speaks for itself, and SpeakFreely are trademarks and/or registered trademarks of Nuance Communications, Inc., and/or its subsidiaries in the United States and/or other countries. All other trademarks are the properties of their respective owners. DS 021810 NUCC677

“We’ve seen a huge increase in the number of people self-serving in the new system... the call steering solution put 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