



## Noridian Achieves Self-Service Level of over 75% using MicroAutomation Solutions

### Background

Noridian Healthcare Solutions (Noridian), LLC, began operating in 1966 as a division of Noridian Mutual Insurance Company serving Medicare beneficiaries for North Dakota. Today Noridian serves 12.4 million beneficiaries and 300,000 health care providers nationally. Its core business is to provide health care administration services for government agencies such as the Centers for Medicare and Medicaid Services (CMS), an agency under the US Department of Health and Human Services. Noridian offers award-winning services that solve some of health care's biggest challenges — administrative inefficiencies, suboptimal health care and fraud and abuse.

Based in Fargo, North Dakota, Noridian employs over 1,700 people in 14 office sites in nine states and processes over 119 million claims annually. Noridian now administers Medicare programs for CMS for five Medicare Administrative Contractor (MAC) contracts including the Durable Medical Equipment (DME) Jurisdiction A and D contracts, two Medicare Part A/Part B contracts for Jurisdictions E and F, and the national Pricing, Data Analysis and Coding contract.

### Challenge

Noridian has two main contact centers — one in Fargo, North Dakota and the other in Des Moines, Iowa. On average, the contact centers collectively handle more than 6 million calls per year, and this number continues to rise each year. With the increasing call volume, Noridian recognized that a future upgrade to their contact center infrastructure was imminent.

CMS mandates monthly performance standards for all Medicare administrative contractors. These include an All-Trunk busy rate of less than 5% per month for the incoming lines translating 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 that patient information only be released to authorized users with a need to know to meet privacy guidelines. As a result, detailed caller identification information must be collected from callers including a National Provider Identifier (NPI), a Provider Transaction Access Number (PTAN), and the patient's Medicare number, birth date, gender, and name to ensure privacy and claim accuracy. These regulations complicate the information systems

requirements for identification matching since complex alphanumeric account numbers are used to identify healthcare providers and facilities and patient names can be difficult to recognize using standard technology.

### Solution

Noridian recognized that MicroAutomation has a solid history of successfully implementing call center solutions for other Medicare contractors with similar challenges and observed the success others were experiencing with their upgraded call center.

MicroAutomation was engaged to implement a speech-enabled Interactive Voice Response (IVR) system and Computer Telephony Integration (CTI) solution to support Noridian's Medicare Part A, Medicare Part B, and DME customer base. The solution needed to authenticate callers, provide self-service functions, and be fully HIPAA compliant.



To address the requirements, MicroAutomation implemented a self-service solution with the following features:

- Best-of-breed hardware and software technologies based upon the VoiceXML open-standards platform
- State-of-the-art advanced speech recognition (ASR) and speech synthesis (TTS) technologies
- Caller authentication with six points of data security to comply with HIPAA requirements
- Backend data integration to host systems using web services for future compatibility and growth
- Customized reports to track and summarize completed and failed transactions, IVR effectiveness, and calls processed

The solution supports multiple number access to the call center to service Noridian's large customer base with greetings and information relevant to the State from which the call is received. Callers are offered the option to perform transactions using the self-service IVR application or to transfer to an available agent after being authenticated in the IVR. Authentication information is passed automatically to available call center representatives as a "screen pop" with the call to allow agents to pick up where the IVR left off in the transaction.

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

After deployment of the solution, Noridian also engaged MicroAutomation for Managed Services where MicroAutomation monitors the solution daily and addresses any operational issues before failures occur in the system. As part of the service, MicroAutomation uses an automated tool to place a series of calls to the IVR every morning to ensure the IVR application is available and responding in a timely manner.

## Results

The new MicroAutomation IVR and CTI solution allows callers to perform Self-Service transactions for eligibility and claim status without the need to interface with a customer service representative. These two transactions represent approximately 80% of the calls received by the Noridian call centers resulting in an IVR self-service utilization rate of approximately 76%.

Additionally, caller authentication is now performed within the IVR reducing agent interactions with callers by 30 to 60 seconds resulting

## Summary of Results

- IVR Utilization rate of over 75%
- Caller authentication within IVR resulting in 30 to 60 second savings per call
- Reduced operating costs and increased service levels through faster handling of calls
- Enhanced call tracking for transaction-based reporting, trend analysis, and continuous improvement of the solution
- Managed Services for guaranteed availability of solution
- HIPAA compliant solution

in significant cost savings. Adherence to HIPAA regulations for privacy is achieved with the solution since the complex alphanumeric identification numbers can now be spoken.

CTI and call tracking information is used to produce call transaction reports for continuous improvement to the solution and the easy identification of customer service issues that may arise. More importantly, the accumulation of call interaction information is used in trend analyses which MicroAutomation reviews with Noridian annually as part of the Managed Services engagement.

As a result, the new contact center solution developed by MicroAutomation for Noridian:

- reduces operating costs and improves service levels through faster completion of calls
- provides CMS-mandated reports and comprehensive system usage reporting for continuous improvement of the solution
- allows for future upgrades and platform flexibility with the use of open standards technology
- complies fully with HIPAA regulations and standards
- ensures maximum uptime of the solution via monitoring by MicroAutomation Managed Services

Noridian continues to partner with MicroAutomation today to evaluate and implement new technologies to streamline call center operations.

## About MicroAutomation

MicroAutomation is a full service integrator of call center solutions and provides a broad range of professional services and products. MicroAutomation solutions are based on creating an effortless caller experience through Speech-enabled Interactive Voice Response (IVR), improving live agent efficiency utilizing Computer Telephony Integration (CTI), and providing analytics tools to report, manage and refine each solution element to maximize the overall performance of your call center.

MicroAutomation also offers contact center products and professional services including:

- The Award Winning Call Center Millennium™ Solution Series
- Complete solution design
- Configurable and custom application development
- Turnkey implementation
- Comprehensive customer support
- GSA Advantage IT Schedule: GS-35F-0419L

You don't need to be an expert to use our contact center solutions; you just need to know one. MicroAutomation is your trusted partner for proven, reliably engineered contact center solutions.

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