MicroAutomation®
CUSTOMER CONTACT SOLUTIONS

Case Study

A National Healthcare Provider Achieves 82% Automation Rate and Saves $5.5M

The Challenges

This National Healthcare provider is a government contractor responsible for processing Medicare claims for healthcare facilities and practitioners in several states. The company has offices and claim processing contact centers in seven states that span the northeast and midwest regions. On an annual basis they process over 208 million claims and make benefit payments of $87.9 billion. They receive an average of over a million calls per day but must also handle peak demand days (such as Mondays after holidays).

The Federal Government's Center for Medicare and Medicaid Services (CMS) mandates monthly performance standards to National Government Services and all other claims processing contractors. These include an All-Trunk busy rate of less than 5% per month on the incoming lines. In short, these mandated performance standards translate 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 privacy procedures requiring detailed caller identification such as provider number, Medicare number, patient's birth date, gender and name to ensure privacy and claim accuracy. These regulations can extend the length of each call and complicate the information systems requirements for identification matching since complex alphanumeric account numbers are used to identify health care providers and facilities.

The provider determined that to meet all requirements, major enhancements had to be implemented into their existing legacy contact center infrastructure.

The Solution

In the 1990's, MicroAutomation developed a contact center solution for this national healthcare provider that included an automated "front-end" to route callers. When they were faced with new contact center challenges, they turned once again to MicroAutomation for the solution based on a history of service and reliability from MicroAutomation solutions.

The assignment for MicroAutomation was to update the legacy environment with an Interactive Voice Response (IVR) solution designed to make customer self-service easy to use, expedite the processing of claims and take pressure off the customer service representatives. The new enhanced contact center solution was to be implemented in a very short time frame.

MicroAutomation met and exceeded their expectations. The solution was based on open standards technology that saved them significant development costs and allowed reuse of software to speed the deployment timetable and provide additional future flexibility. The MicroAutomation solution was operational within four months.

MicroAutomation's speech-enabled Self-Service solution allowed the healthcare provider to handle a 30% increase in call volume, raised the call automation rate to 82% and is saving the company $5.5 million in call center costs. The Self-Service technology virtually eliminates call blockage and reduces the wait time when callers need a customer service representative.

The Benefits

The new contact center solution developed by MicroAutomation for a National Healthcare provider:

- Increased the call automation rate to 82%
- Saves over $5.5 million per year in call center costs
- Reduced operating costs and increased service levels through faster completion of calls
- Increased the handling of Self-Service calls by 41%
- Implemented in four months!
- Includes CMS-specific reports and comprehensive system usage reporting, allowing the company to determine where steps in the self-service process are confusing to users, so the system can be constantly improved

> "MicroAutomation delivered a great solution on budget, on time and under tight time constraints. The company's professionals were reliable and lived up to their commitments..."
>
> -An IT Business Advisor , National Healthcare Company

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Technical Implementation

MicroAutomation integrated the following technologies to build the new solution:

- A platform based on VoiceXML open application development standards
- Server systems consisting of Dialogic voice cards and Genesys Interactive Voice Response systems with MicroAutomation applications
- Web enabled servers are loaded with Nuance Open Speech Recognizer (OSR), Nuance RealSpeak Text-To-Speech (TTS), IBM Host On Demand software
- MicroAutomation's Host Server is the interface to the backend systems, converting screen-scraping technology to Web Services technology
- A database server running Microsoft SQL serves as a repository for transaction information
- Customized summary reports to track and record each transaction, steps taken and processes completed
- 588 total ports in two locations as a fully redundant solution for disaster recovery
- Six points of data security to comply with HIPAA requirements

MicroAutomation's technical depth, business process expertise and extensive network of partners expedited the implementation of the new contact center system. MicroAutomation implemented best-of-breed products and provided customization and integration services centered on the healthcare providers' needs, culminating in a world-class contact center solution.

Additional Results

MicroAutomation completed the new solution on-time and within budget. Many routine questions that callers have for the healthcare provider are now automated including: claim status; patient eligibility information; deductible information; procedure code pricing; check payment information; and commonly requested phone numbers, addresses, web sites and seminar information. Additionally, since the system is speech-enabled, callers have the option to either speak to the Self-Service system or use the keypad on their telephone and provide the system with touch tone responses.

About MicroAutomation

Commercial, government and 911 customers worldwide have benefited from MicroAutomation's expert design, development, deployment and support of their contact centers for over 20 years. Outstanding creativity, the ingenuity and forethought of our engineers and partnerships with a wide-range of leaders in our industry allow us to continually provide our clients solutions that surpass expectations. www.microautomation.com

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