



A Northeast Regional Healthcare Provider Successfully Automates Medicare Part A & Part B Calls

The Challenges

A Northeast Regional Healthcare provider was given the responsibility to be the Medicare Part B administrator within the Northeast states. Medicare Part B helps cover doctors' services and outpatient care. Medicare Part A helps cover inpatient care in hospitals. Today, they process approximately 40 million claims and have 500 employees working at offices located throughout their home state.

The healthcare provider needs to adhere to the customer service and reporting regulations set by the Centers for Medicare and Medicaid Services (CMS), which governs all Medicare and Medicaid entities. These regulations include maintaining a call abandonment rate of 5% or less and achieving an 80% response rate within 30 seconds. They must also comply with the guidelines set forth by the Health Insurance Portability and Accountability Act (HIPAA), which mandates strict privacy procedures for dealing with an individual's health information - such as provider number, Medicare number, birth dates and beneficiary names - to ensure claim accuracy and privacy.

They recognized that in order to comply with all of these regulations while at the same time, maintain their high caller satisfaction levels, they needed to update their call center technology accordingly.

The Solution

MicroAutomation's mission was to re-design the existing call center environment with a new Speech-enabled Interactive Voice Response (IVR) system that would act as a "front-end" for incoming calls. This system was redesigned to be user-friendly and provide an automated option for the most frequently asked questions in a quick and efficient manner. The new Self-Service system addresses Medicare Part A and Part B questions coming in from hospitals and providers throughout the region.

MicroAutomation worked closely with the healthcare provider to design and implement the solution to fulfill their specific needs. The solution was based on open-standards technology to make it easy for them to improve or re-tune the application should the need arise in the future. This technology also saved significant development costs and helped to shorten the deployment timetable.

The Benefits

The new contact center solution developed by MicroAutomation for the Northeast Regional Healthcare provider:

- Improved call hold time and call handle time metrics within their call center
- Reduced operating costs and increased service levels through faster completion of calls
- Provided a self-service set of options for callers wanting fast access to their information
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- Enabled live agents to focus on callers with specific issues





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Technical Implementation

MicroAutomation integrated the following technologies to build the new solution:

- A platform based on VoiceXML open-standards technology
- Server systems consisting of voice cards and IVR applications
- Web-enabled servers are loaded with Nuance Open Speech Recognizer (OSR), Nuance Speechify Text-to-Speech (TTS), IBM Personal Host Emulation software
- MicroAutomation's Host Server application serves as the main hub for the entire call center solution
- MicroAutomation Analytics including customized summary reports to track and record each transaction, steps taken and processes that were completed
- Six points of data security to comply with HIPAA requirements
- MicroAutomation's expertise in the Medicare field expedited the implementation of the new call center system. MicroAutomation utilized products from their extensive network of world-class partners and provided Analytics solutions and integration services centered on their specific needs.

Additional Results

Due to the success of the initial implementation, the healthcare provider appointed MicroAutomation to assist them with the further improving the Medicare Part A and Part B applications to accept the National Provider Identifier (NPI) to allow usage on the Self-Service system. The NPI is a unique health identification number for healthcare provider. Since this is becoming the standard identification for health care providers, they needed to update their applications and MicroAutomation helped them achieve this.

About MicroAutomation

MicroAutomation is a leading systems integrator offering an extensive range of call center technology solutions and professional services. Since 1991, MicroAutomation has designed, developed, and implemented solutions worldwide in a wide variety of industries, such as Healthcare, Utilities, Emergency Services and Government. We specialize in implementing Self-Service and Call Control applications, as well as providing comprehensive Analytics and Reporting solutions to enhance the overall caller experience. The call center technologies implemented by MicroAutomation improve millions of customer interactions every day. MicroAutomation solutions help companies maximize the efficiency of their call center infrastructures and empower their customer service strategies. MicroAutomation is a privately-held corporation headquartered in Centreville, Virginia.

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