

# Omni-channel engagement for great member care.

Improve member experience and key metrics while reducing operational costs.



## Optimal member experience and care

Health plan members now expect the same customer service engagement that banks, airlines and other businesses offer them – including self-service options and engagement on multiple channels. And with the growth of the individual market, members' experience and satisfaction with a plan can have a significant effect on enrollment.

At the same time, the stakes associated with the effectiveness and efficiency of chronic disease and other health programs have never been higher. From boosting compliance with Medicare Star measures to ensuring those with chronic conditions adhere to treatment, plans are searching for ways to leverage technology to boost adherence in a scalable way.

## Efficiently retain and enroll more members

The member journey often begins ahead of enrollment, as individual members' questions about administrative issues like claims can be addressed through self-service with a virtual assistant or conversational IVR – or escalated to live chat. They can then be reminded to re-enroll via an outbound message which includes enrollment dates and benefit or subsidy changes. During open enrollment, the Nuance

industry-leading omni-channel platform can address benefit inquiries from shoppers, or plans can provide a member with their application and ID card status through outbound interactive messaging. All channels deflect calls from the contact center, where live agents can handle more complex issues.

## Drive compliance with HEDIS and Star measures

The Nuance omni-channel platform can also be used to improve member adherence. Whether leveraging outbound messages to boost compliance with preventive measures like mammograms, other cancer screenings or flu shots, or using a virtual assistant or live chat to help members with diabetes or CHF to maintain adherence to their treatment plans, the Nuance platform can help plans succeed in the era of value-based programs.

## Scale nurse and agent resources in population health programs

Virtual assistants, live chat, and outbound messaging can also be used to help agents, nurses and health coaches when enrolling and engaging members in chronic disease and wellness management programs. Enrollment can be boosted significantly and made more cost effective by supporting efforts with automated health risk assessments or outbound calls to

## Omni-channel member engagement platform, powered by AI

The [Nuance platform](#) includes solutions for member acquisition and care, enabled by [digital](#), [voice](#), [outbound](#) and [biometric security](#) products. All are powered by AI and deployed by the industry's largest global [professional services](#) team—offering unparalleled vision, deep industry expertise and a proven track record in helping health plans like yours to enroll and retain members.

### Member acquisition

Power your member engagement with Nuance technology and you'll boost conversion rates, increase revenue, improve operational efficiency, and identify and drive upsell and cross-sell opportunities.

### Member care

Nuance solutions can cut your member service costs by 25% while creating a huge uplift in member experience. Our solutions enable payers to proactively provide omni-channel member service and leverage call deflection and first contact resolution so you can focus on member satisfaction and retention while reducing operational costs.

enroll identified program candidates. Once enrolled in a program, virtual assistants with the ability to escalate to live coach or nurse chat can automate monthly check-ins with chronic members, freeing valuable staff to handle higher risk cases.

#### Health plan expertise and results

For more than 20 years, Nuance has partnered with thousands of companies around the world. We take a results-focused approach to deliver customized solutions that address challenges within the payer industry.

#### Top ten plan installs virtual assistant

One of the largest payers in the country was looking to improve the experience of website health plan “shoppers” and increase member

satisfaction while reducing call center costs. Nuance web-based and mobile virtual assistants were leveraged to help visitors with benefit, network and administrative questions. As a result, the plan achieved an 81% first contact resolution rate and 55% call deflection rate.

#### Leading provider implements outbound

A nationally-respected provider and Pioneer ACO wanted to improve patient engagement and missed appointment rates while increasing quality measure compliance. Using Nuance Proactive Engagement to orchestrate voice and text channels increased their patient engagement metric by 126% in the first seven months, reduced missed appointments by 25% and improved

compliance with select quality measures by 9%.

#### Leading national plan leverages Conversational IVR

One of the country’s largest insurers wanted to improve self-service containment and streamline authentication for approximately 475,000 calls per month, as its DTMF/directed dialog IVR was nearing end-of-life. Nuance On Premise Conversational IVR was implemented, leading to an 86% growth in containment, with authentication reaching 54% and 28,500 fewer calls routed to a representative each month.

We understand the demands of healthcare. [Learn how](#) Nuance can help you meet them.



#### About Nuance Communications, Inc.

Nuance Enterprise is reinventing the relationship between enterprises and consumers through customer engagement solutions powered by artificial intelligence. We aim to be the market leading provider of intelligent self- and assisted-service solutions delivered to large enterprises around the world. These solutions are differentiated by speech, voice biometrics, virtual assistant, web chat and cognitive technologies; enabling cross-channel customer service for IVR, mobile and web, Inbound and Outbound; and magnified by the design and development skill of a global professional services team. We serve Fortune 2500 companies across the globe with a mix of direct and channel partner selling models.

