Speech Success in Medicare

Elisa Elderbaum
Project Manager, Information Technologies
Empire Medicare Services
Agenda

• About Empire Medicare Services
• The Opportunities
• The Solution
• The Process
• The Benefits
• Processes Medicare claims for health care facilities and practitioners in several northeastern states

• Contact center locations
  • Syracuse, NY
  • Bohemia, NY
  • Harrisburg, PA

• Annually processes over 89.3 million claims
• Annually makes benefit payments of $21.4M
• Receives an average of 17,000 calls per day
Opportunities
• Unmanageable call volumes
  • Call volumes rising 30% annually
• Separate hardware and software at each site
• High “All Trunks Busy” (ATB)
  • CMS mandates a monthly rate of 5% or less on incoming calls
• High stress level
• High employee turnover
The Solution
• Solution: replace legacy system with speech-enabled IVR solution
• Speech software from **Nuance**
• VoiceXML-based IVR platform from **VoiceGenie/Genesys**
• Solution integration by **MicroAutomation**
• Self-service options include:
  • Patient Eligibility
  • Claim Status
  • Check information

Sample Call
The Process
Development
  ↓
Focus Group Testing
  ↓
Tuning
  ↓
Marketing Campaign
  ↓
Tuning
  ↓
Phased-in Approach
  ↓
Tuning
  ↓
Implementation
  ↓
Tuning
Overcoming Resistance

• I want to speak to a live person
• Speaking to a person is faster
• There’s too much noise in my office
• I don’t have time to talk to a machine
• I just wanted to check & see if the machine was right
The Benefits
• System in production for over two years
• 78% of calls being handled by IVR system
• System processes over 17,000 calls and 39,000 transactions per day
• Average number of completed transactions per call is 2-3
• Maximum number of transactions processed per call has been over 200
• Written inquiries dropped by 50%
## Improved Service Rates

<table>
<thead>
<tr>
<th></th>
<th>2003</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Level</td>
<td>86%</td>
<td>90%</td>
</tr>
<tr>
<td>IVR usage</td>
<td>35%</td>
<td>78%</td>
</tr>
<tr>
<td>IVR Completed</td>
<td>786,681</td>
<td>2,162,858</td>
</tr>
</tbody>
</table>
Empowering Your customers and employees with speech technologies

SpeechTEK! 2006 Empower
The Voice Solutions Showcase

Thank You