

Speech Success in Medicare

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Empower

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MEDICARE SERVICES

Agenda

- About Empire Medicare Services
- The Opportunities
- The Solution
- The Process
- The Benefits





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- 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

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- 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



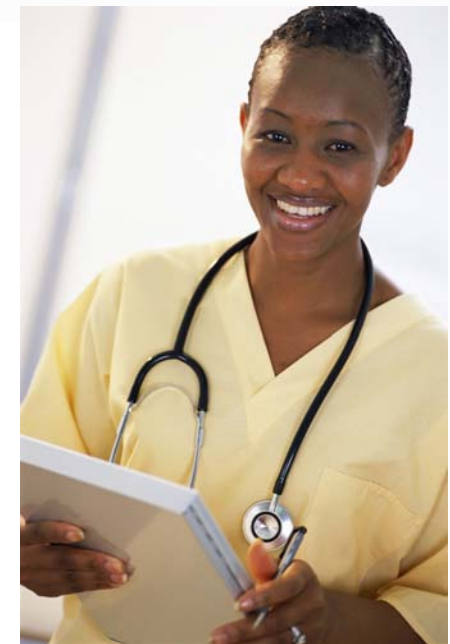
The Solution

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- 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

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Development



Focus Group Testing



Tuning



Marketing Campaign



Tuning



Phased-in Approach



Tuning



Implementation

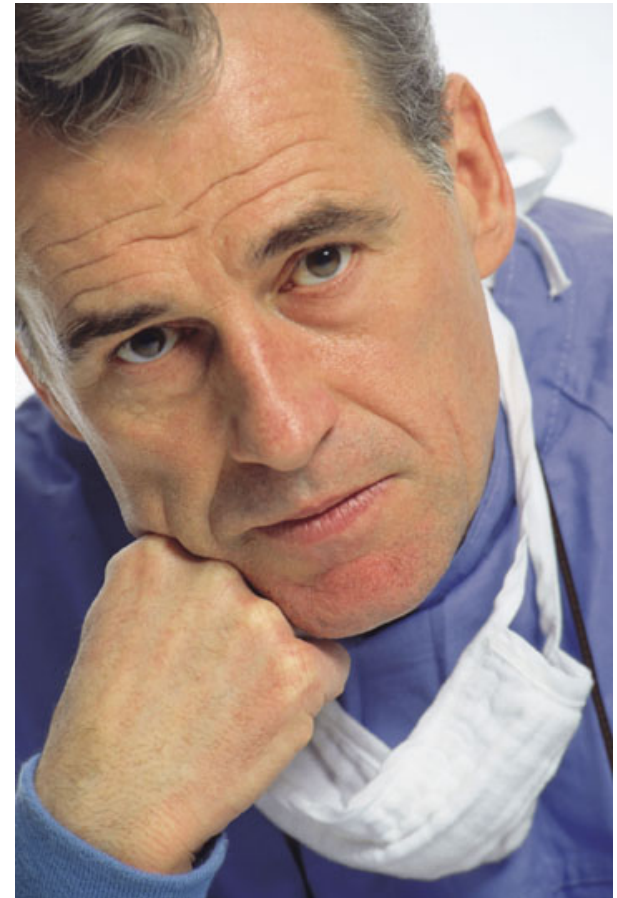


Tuning



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



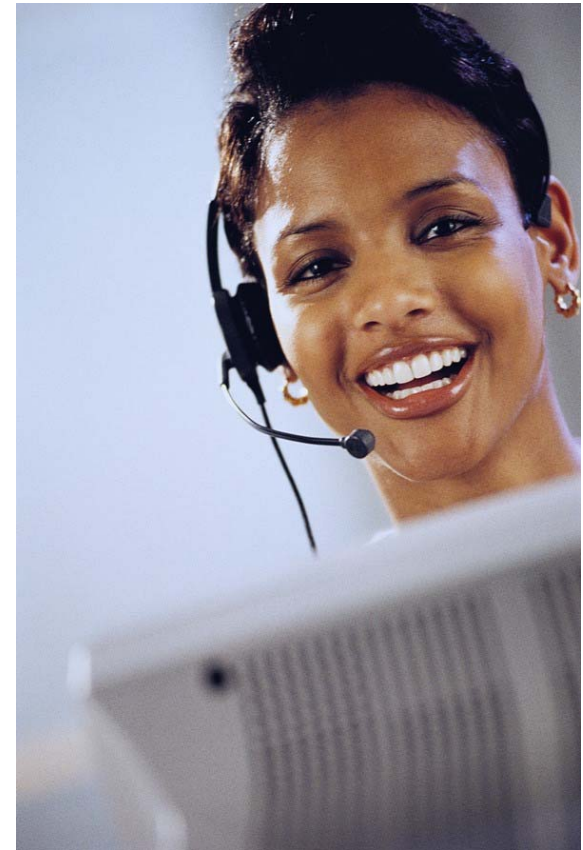
The Benefits

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- 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

	2003	2005
Service Level	86%	90%
IVR usage	35%	78%
IVR Completed	786,681	2,162,858

Empowering Your customers and employees with speech technologies

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Thank You