



TeleTech®

Member-Centric Care

The key to engaging members and driving sustainable growth – all year long.

HEALTHCARE SERVICES



The healthcare landscape is changing, radically and rapidly. The future of the ACA is unclear. The cost of medication is spiraling. And the individual marketplace is creating issues for insurers and members alike.

These challenges will only intensify as consumer needs and behaviors change.

Payer and provider consolidation is increasing the deployment of digital health solutions

New partnerships and M&As are encouraging incumbents to be more active in digital health

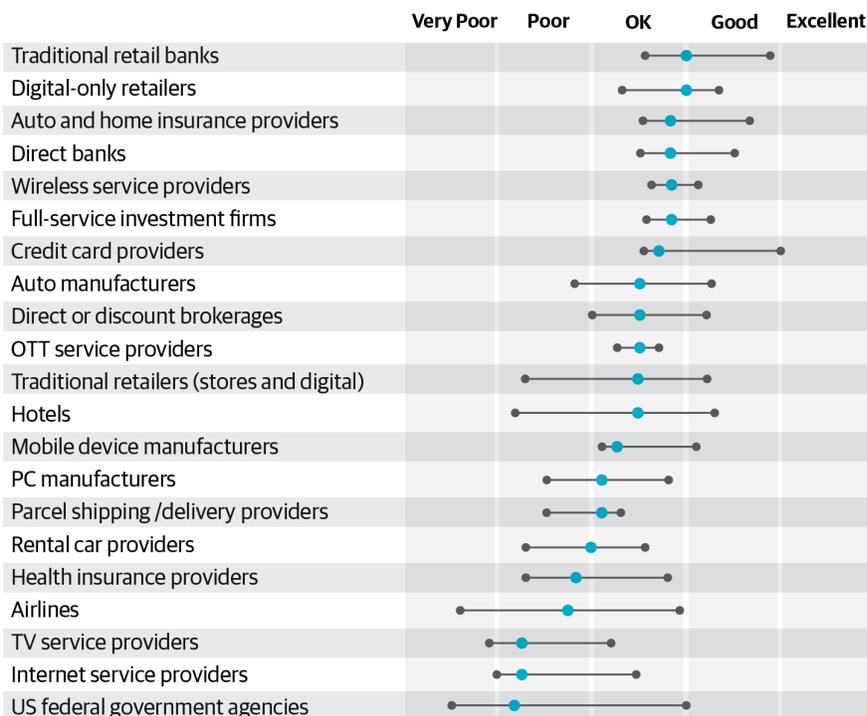
The convergence of health data and smart algorithms is leading to more personalized care

Affordable sensory technology and BANs are delivering value to digital health markets

These disruptive forces will require payers to adopt more consumer-centric business models.

Closing the gap

Payers are used to working with employers, and maintaining systems and processes designed for larger groups. But now, they also need to address the unique expectations of individuals. This transition will require payers to adopt personalized, member-centric business models, and they have a significant gap to close. (See chart.)



Forrester's 2016 Customer Experience Index places health insurers ahead of only Government Agencies, Airlines and Cable and Internet providers on its CX Index rating.

Being Customer Centric is Healthy for Business

To close the gap, payers must do far more than refine and improve their existing contact center experiences. They need to break new ground with an updated definition of what qualifies as an amazing experience across every interaction channel.

At TeleTech, we have experience helping leading national and regional payers dramatically modernize and personalize their engagement environment - quickly and profitably. These partnerships drive breakthrough innovations that deliver superior member experiences and faster results.

Member-Centric Transformation Products and Services

Our solutions cut across payer service lines to deliver superior customer experience at every interaction, whether it's mobile, web, social, voice, or a combination of them all. For commercial, individual consumer, Medicare, and Medicaid programs, we leverage customer, market, and financial data to inform member experiences and drive enterprise efficiencies with:



Member Acquisition Services

- Optimize search marketing
- Accelerate lead-to-close
- Deploy the most effective outbound campaigns
- Drive the highest percentage conversions
- Accelerate YOY conversions



Service Cost Reduction

- Deflect inbound service
- Drive members to low-cost channels
- Apply workforce optimization
- Reduce training costs for service associates
- Provide back-office support
- Deliver provider service



Customer Journey Mapping and Member Services

- Deploy member enrollment with licensed associates
- Provide onboarding services
- Improve member health and wellness
- Drive channel behavior
- Offer Telehealth support
- Implement Healthcare financial member services

Proven Results for Payers

The numbers say it all. Our member-centric transformation solutions deliver measurable and positive outcomes for America's top healthcare payers. Read our full collection of success stories at www.telettech.com/case-studies/healthcare.

Scale, experience, and quality

6,000 associates - including 4,000 year-round agents - supporting healthcare clients

1,200 new associates hired last year, including 900 licensed associates

More than **20 million** healthcare interactions processed in 2016 - across channels

Robust, proprietary **member engagement** technology platform

Superior member experiences

+72 NPS score at a leading national payer

22% increase in year-over-year first call resolution

88% quality score

Happy and engaged customers

157% target achieved for wellness appointments

275,000 members proactively notified of changes to their prescription plan

Exceeded conversion target by **22%**

ABOUT TELETECH'S HEALTHCARE SERVICES PRACTICE

For decades TeleTech's Healthcare Practice has enhanced the member and patient experience for the world's top players. Bringing together innovative technology, advanced analytics, best-in-class processes, and an experienced group of healthcare professionals, we enable better member, patient and provider interactions to improve health outcomes and reduce healthcare costs. As TeleTech's largest practice, the healthcare team includes 4,000 year-round associates delivering nearly 20 million interactions annually from 25 centers on three continents. Our clients include the world's largest payers, providers, PBMs and networks.

In 2016 alone, we:

Launched an innovative Quality & Care initiative to exceed performance targets

Proactively notified 275k members of critical changes to the prescription drug plan... in just 6 weeks

Introduced co-browse to enhance Medicare phone interactions

Handled the "Oprah Effect" to manage volume and maintain quality at a leading health and wellness brand

Enhanced proactive and reactive chat by connecting journeys to Medicare prospects

Introduced simulated learning for new hire training to accelerate learning and mitigate anxiety

Developed year-round agent model to lower costs, increase member engagement and accelerate conversions

With strategic consulting, technologies, and services for every stage of the member and provider lifecycle, we deliver superior customer experiences that drive shareholder value and allow healthcare companies to focus on quality of care.

ABOUT TELETECH

TeleTech understands that to serve customers and differentiate their brands, companies need a holistic strategy that begins and ends with a true understanding of their customers. And now in the 24/7, always on, mobile world we live in, outstanding service has become table stakes and customer expectations continue to rise. To respond to this revolution in customer expectations, TeleTech has invested heavily in innovative consulting, technology, and process improvement capabilities.

These services have allowed us to design, enable, manage, and grow superior customer experiences that drive shareholder value. Simply put, we help companies grow the value of their businesses by growing the value of their customer base. Our comprehensive solutions drive value across the entire customer life cycle.

LET'S GET STARTED

For more information, please contact us at **303.397.8100** or visit **teletech.com**.

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