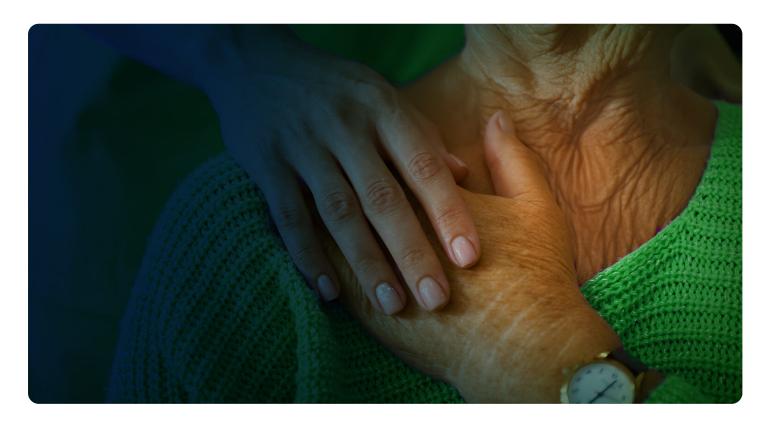


Outbound Soft Collections Program Ensures 50% of Lapsed Members Recover Medicare Drug Coverage



Industry - Healthcare

ResultsCX created a strong outbound soft collections team focused on helping at-risk Medicare members maintain drug coverage

The Challenge

When Managed Medicare members were at risk of losing drug coverage and needed reminders about their past due premiums, problems ensued for this health plan client

- In-house agent teams were overwhelmed by the volume of calls required
- Compliance regulations stipulated multiple reminder contacts within 10-day timeframe
- Loss of coverage could jeopardize chronic condition treatments and long-term outcomes
- Potential decrease in plan incentive payments for covering at-risk population

The Solution

Main Statement: ResultsCX created a strong outbound soft collections team focused on helping at-risk Medicare members maintain drug coverage:

- · Agents offered multiple options for helping members get current on premiums
- Long-tenured agent team approached each call with empathy, focused on ensuring the best possible client outcomes
- Team size ensured client could achieve compliance with contact timeliness requirements
- Offshore and subsequent nearshore staff approached helping members with strong sense of responsibility and commitment to effectivenes

The Results

Main Statement: Soft collections team consistently helps members maintain drug plan enrollment, protecting outcomes and client incentive payments:

- · Contacted nearly 26,000 members during most recent calendar year of engagement
- Connected successfully with 7.42% of these members in past year
- 75% of lapsed members receive as many as three attempts within contact time window
- On average, 50% of members helped to immediately get current with overdue premiums
- 45 at-risk members assisted on average monthly, protecting client income from ongoing Medicare incentive payments

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