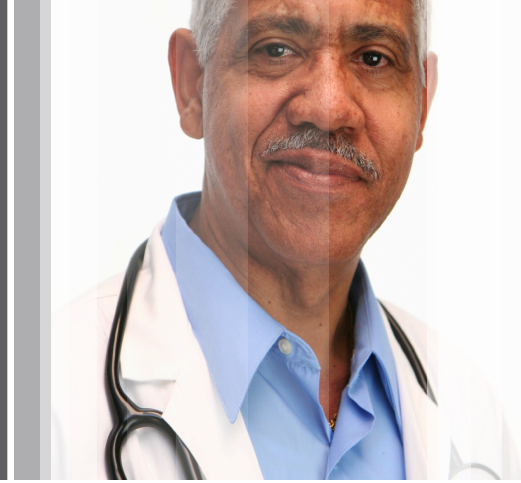


Effective Connections With Progressive Engagement™ Suite

A leading disease management company uses Varolii to enroll more patients and lower operational cost.



Enrollment is the cornerstone of success in disease management (DM) programs.

Healthcare organizations that deliver disease management and wellness clinical support spend a significant percentage of their budget connecting with patients to enroll them into the programs. And then, once patients are enrolled, the long-term work of helping patients manage their health and condition begins. As a result, these organizations find enrollment to be critical for successful healthcare management and operations.

Positive Health Outcomes: Improved Program Efficiency

A top healthcare organization evaluated existing enrollment programs and determined current enrollment strategies produced less than optimal results. These strategies included a combination of postal mailings and follow-up calls from care representatives in an attempt to connect with patients and enroll them in their programs. The majority of patients disregarded the mailings and many were not at home for the calls. Performing this type of live outreach in conjunction with mailings had a high marginal cost and did not scale well to the numbers of patients the organization was attempting to contact. Further, it failed to deliver the results the organization needed. While the organization believed that engagement specialists were the gold standard for member contact — when their specialists did contact a patient, they were successful at engaging and enrolling them — they found that the expense of this outreach was significantly out of proportion to its results.

Proven Efficiency and Effectiveness

The organization engaged Varolii to determine if automated communications could deliver both efficiency (low marginal costs) and effectiveness (response rates similar to the gold standard of engagement specialists). Varolii reviewed the organization's current strategy and processes, and then proposed an outreach plan using its Progressive Engagement Suite. The Progressive Engagement Suite is specifically designed to help healthcare organizations manage outreach to patients for programs like Disease Management.

Varolii proposed a communication strategy for automating calls to patients that would augment the company's traditional strategy and leverage use of engagement specialists more effectively. To properly assess the value, the organization and Varolii collaborated on a broad range of outcome metrics that helped quantify the effectiveness and efficiency of this new program.

CLIENT

Top Three Disease Management Company

CHALLENGE

Increase enrollment into disease management programs to improve overall patient health and ROI.

SOLUTION

Varolii's Progressive Engagement™ Suite for disease management and wellness programs to enroll and engage patients:

- A fully branded, pre-mailing **welcome call** introduced the plan, described its benefits, and offered enrollment or appointment scheduling.
- A follow up second **invitation call** again offered to enroll patients and reminded them of the postal mailing.
- An **appointment reminder call** reminded patients of scheduled appointments, provided additional information and encouragement, and enabled transfer to an agent if the patient needed to reschedule.
- A **re-engagement call** contacted patients who had enrolled and became "missing in action", offering more information and encouragement, as well as options to transfer to a live agent.

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“The rate of engagement far exceeded our expectations and we expect to revamp our entire process based on the success of this initial outreach.”

Low Cost, High Response Rates, Improved Member and Call Center Experience

Varolii's Progressive Engagement Suite delivered on every outcome metric, beating the baseline requirements by a significant margin:

Improvement in the initial engagement rate*: increased by a factor of 7 or by 700%.

The large number of patients contacted drove an increase in enrollment (combined with requests to schedule appointments) between 50-80% across multiple call centers.

Call center satisfaction: Engagement specialists reported a positive experience—they were spending time responding to patients who were interested in the program, instead of placing calls to patients to raise awareness about the programs.

Locating missing phone numbers: An important need that absorbed significant resources—attempting to look up phone numbers for patients (up to 60% of records were missing phone numbers)—was solved entirely by Varolii LOCATE™. This service offered a fully integrated solution to automatically determined incorrect or invalid phone numbers, updated those numbers from the three largest data sources of residential and commercial information, and then automatically re-contacted those patients the next day.

Varolii's integrated approach for automated communications proved invaluable for the engagement specialists in terms of work experience and for the organization as whole: call center productivity sky-rocketed (as measured by number of patients enrolled).

Learnings and Future Potential

The improvements delivered by the Progressive Engagement™ Suite have proven so significant that the organization is now revamping its entire strategy for enrolling and engaging patients, and it may include removal of a long-term practice of sending postal letters to patients. The company is delivering better, more effective outreach and gaining appreciable cost advantages.

RESULTS

Outcome metrics and results to determine value of Varolii's Progressive Engagement Suite included:

- 700% (or 7-fold) increase in initial engagement rate
- 70% success in obtaining correct phone numbers using Varolii LOCATE™
- 50-80% improvement in enrollment and requests to schedule appointments
- Improved productivity and ROI: use of engagement specialists and increased satisfaction with call center
- Maintained high quality patient experience and received no patient reported complaints

Communicating with Patients – A Need for Clarity and Personalization

Question: Would patients like communicating with an automated communication? Quality was important particularly for those who were older and/or suffering from a variety of conditions. Would the quality be as intelligible as a live person speaking?

Solution: Varolii's unique Sea of Names™ library (pre-recorded live speech digitally assembled into a communication for clarity), dialogue scripting sessions, professional voice talent that emulates engagement specialists, and personalized for each patient.

Result: Patients responded positively to the clear, intelligible, personalized communications. And, although the organization had anticipated them, no one registered complaints.

*The rate at which patients were verifiably contacted