



Protocol Global Solutions Case Study

Outbound Enrollment Verification Program Self-Service Portal Streamlines Compliance

CHALLENGE

- Create OB enrollment verification program with a centralized data repository accessible by clients for easy recall.

SOLUTION

- Protocol Global Solutions creates an end-to-end response, which includes telemarketing and direct response mail.

RESULTS

- Highly successful, fully compliant recording process.
- Portal self-service for quick file recall.
- Single point of contact for easy process management.

The Challenge

When it comes to health plan provider compliance, the law is clear: all new enrollments for coverage must be verified within 15 days. More importantly, these verifications must be available for review by the Center for Medicare and Medicaid Services (CMS) at a moment's notice. To ensure that every possible opportunity is afforded to each plan enrollee, health plan providers were searching for a call center with the capability to produce a series of outbound telemarketing efforts combined with direct mail. In addition, with hundreds, even thousands, of responses to a single plan enrollment each month, a simple means of capturing and recording them was urgently needed.

The Solution

In answer to the overwhelming requests of health plan providers to find a way to both facilitate and streamline the enrollment verification process, Protocol Global Solutions developed a true end-to-end solution. First, the expert data managers at Protocol began by inputting new member enrollment files each day. These records were then uploaded into the central database for dialing. The first attempt to reach these new enrollees was implemented immediately. Those names not reached were sent to a mailing house, from which they were mailed a reminder encoded with a specific inbound 800 number for response. Protocol's agents could then retrieve these numbers at any time and review their plans. If no response was received, a second and third wave of OB call attempts were made within an allotted timeframe. All calls were recorded and all information "date and time" stamps were automatically stored at each touch point attempt. But what made the Protocol process a step-up from the others was the secure web portal provided to each individual provider that allowed them entrance at any time to their files for audit tracking.

The Result

Outsourcing these functions to Protocol made a dramatic improvement in each health plan's ability to contact, complete, record, and recall enrollment verification information. Moreover, it streamlined the workflow within their businesses as a result of the reduced need for in-house contact center services. The bottom line: another outsourcing innovation achieved by Protocol Global Solutions.

About Protocol Global Solutions

Protocol is your single source for contact center services focusing on customer service, lead generation, sales, customer acquisition and retention. With over 2,200 employees in 8 locations worldwide, we proactively add value to the relationships between our clients and their customers with depth and experience across a diverse range of verticals and services.

To discover how Protocol can add value to your customer relationships, call 1-800-677-2001 or visit www.protocolglobalsolutions.com.

