Introduction

Remarkably Simple Member Communications

Raise HEDIS scores. Improve reach and ROI. Increase medication compliance. Streamline claims procedures. Whatever your goals, quality member communication is an essential part of your organization’s success. How do you handle the responsibility of executing programs that enhance the level of care your members receive? How much do you rely on traditional contact methods? Most managed care organizations have spent considerable amounts of time and money implementing programs that haven’t been as successful as they could be.

That’s where TeleVox comes in. We’ve been providing streamlined automated communication solutions since 1992. Solutions that are completely HIPAA-compliant. Solutions that have been proven to meet and exceed communication goals. Solutions that provide a remarkably simple way of engaging your members.

Why TeleVox?

TeleVox helps more than 150 organizations support their initiatives with appointment reminders, new member recruitment, welcome and retention, incentives, wellness promotion, medication therapy management, disease management, health risk assessments and more. We provide a flexible, comprehensive communication program to help health plans, pharmacy benefit management and disease management organizations achieve the following results:
Other Success Metrics

**Immunization Rates** 22%

Health plans participating in TeleVox outreach have reported increased immunization rates, meaning higher HEDIS scores and lower long-term treatment costs.

**Mammograms Scheduled** 19%

An analysis of nearly 5,000 women due for a mammogram found that TeleVox outreach was 19% more effective than traditional mailed campaigns in inspiring these members to schedule an appointment.

**Colon Cancer Screenings** 41%

TeleVox phone messages resulted in 41% growth in Fecal Occult Blood Test completion rates compared to members who did not receive the communication.

**ER Repeat Visits** 54%

TeleVox contacted 36,000 health plan members who had recently made an emergency room visit, offering other alternatives for urgent care. Members who received this call were 54% less likely to revisit the ER during the next month than members who did not receive this outreach.

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- Improve overall outreach
- Enhance reach and ROI
- Streamline quality improvement efforts
- Increase member medication compliance and consistency
- Raise HEDIS scores with preventive health reminders
- Raise CAHPS scores with proactive communications

**The Benefits of a Trusted Provider**

TeleVox’s member contact solutions are designed with your organization in mind. We’ll deliver the results you need at the price you want. Each member outreach campaign can be customized to best fit your needs. And we handle everything from initial consultation through post-campaign reporting, so there’s no drain on your resources.

- Hosted solution – no equipment or software to purchase, support or maintain
- HIPAA / HITECH compliant
- Multi-channel communication options include automated voice messaging, text messaging, automated surveys, e-mail, direct mail, web and fax applications
- Blended outbound and inbound campaigns
- Unrivaled capacity – 360,000 personalized phone contacts per hour
- Message delivery and collection in any language
- Flexible campaign design and implementation
- Single source for all outreach needs
- Rapid deployment
- Comprehensive reporting
Multi-Channel Communication

TeleVox is the only provider that offers complete flexibility in creating and executing a member outreach program. Multiple channels of communication can be combined based on the unique attributes of your member population, helping ensure program success and better response rates.

Medicare Part D Enrollment Sample Message

If you are interested in learning about the new Medicare prescription drug coverage, please listen carefully. Plan Prevent Medicare Plus Rx does not charge a premium for this valuable benefit.

This plan lets you get your Medicare benefits from one company and ends the need for a Medicare supplement. It also gives you Medicare prescription drug insurance with no monthly plan premium.

The plan is offered by Plan Prevent, part of the TVS Health System. The plan offers a wide choice of hospitals, doctors, and pharmacies and currently serves over 16,000 people with Medicare. If you like the idea of not paying a premium for a drug plan or a Medicare supplement, Plan Prevent Medicare Plus Rx may be the right choice for you. To have a Plan Prevent representative call you with more information, please press 1 now.
Member Outreach

Let’s face it. Now more than ever, customer service is what matters to the average consumer. In virtually every industry, the focus has shifted to creating a memorable, personal customer experience, and healthcare is no different. Members are busier than ever, yet still demand to be personally involved in managing their own healthcare. They expect regular, coordinated, proactive and personal communication from their health plan to help them make the right choices.

With a coordinated outreach strategy, it’s easy to meet member expectations more effectively and for less cost. TeleVox offers a multi-faceted solution to help you deliver streamlined messaging for any of your basic member outreach programs.

- New Member Welcome Calls
- Health Risk Assessments
- Member Surveys
- Formulary Updates
- Member Retention
- Medication Therapy Management
- Compliance Programs
- Health and Wellness Promotion
- Preventive Screenings

Medicare Part D

Consistent outreach can do wonders to help ease concerns about Medicare Part D guidelines. Members receiving Medicare Part D outreach can feel more assured that your organization is guiding them toward the best way to manage their healthcare. And by reaching out proactively, you’ll reduce the potentially large number of incoming calls and questions that could tie up your call centers. Beginning at enrollment and including ongoing Part D outreach, TeleVox’s technology helps you help your members make the most of their Medicare benefits.

Some suggested Medicare Part D communications include:

- New member welcome
- Benefits education
- Enrollment application receipt
- Active enrollment reminders
- Benefits notifications
- Brand medication switching
- Medication home delivery
- Medication Therapy Management (MTM) reminders
- Benefits coordination
- Member satisfaction and retention programs
Health Reminders

An essential part of proactive member communication is delivering crucial preventive information. Reaching the right members with the right preventive care messages at the right time is of utmost importance for ensuring that your population stays as healthy as possible. But trying to achieve this with outdated methods such as call centers is cost prohibitive for many organizations. TeleVox offers multiple modes of communication that can be combined to best meet the needs of your organization and your target member group.

Consider the combination of an automated personalized phone call and a postcard. This two-hit contact method has been proven to get better results than contacting members via phone or mail alone. And the best part is, it delivers twice the contact for less cost.

Here is an example of how TeleVox’s multi-channel outreach can be used to provide important adolescent immunization reminders to members.

Medicaid Outreach

In order to meet the required outreach goals for the Medicaid population, plans must regularly communicate with members to improve their access to care, educate them on preventive measures and appropriate lifestyle choices, encourage self care, and improve benefits administration. Many health plans that serve a Medicaid population have found an efficient and cost-effective way to reach these members with TeleVox solutions.

Recent success stories include a large managed care organization that uses TeleVox to engage members and transfer them back to a call center for live screenings and/or enrollment.

Average contact success rate = 75%
Average transfer rate to call center = 21%
Health Reminders

Sample Immunization Reminder Message

Good evening, this is a message from Plan Prevent about your child, Johnny, and adolescent immunizations. Immunizations are your child’s best protection against serious diseases. According to our preventive care guidelines, which are based on recommendations of the U.S. Preventive Service Task Force, adolescents should receive the following immunizations:

- Hepatitis B immunization when they are 11-12 years old
- A second measles-mumps-rubella immunization by the time they are 11 years old
- A varicella, or chickenpox, immunization if they have no history of the disease
- Meningitis immunization when they are 11-12 years old

Plan Prevent is committed to your child’s health and well-being. Immunizations and well-child visits are a covered benefit if they are provided by your child’s primary care physician. Thank you for your time this evening. To repeat this message, press 2.

People who quit smoking live longer than those who continue to smoke. Women who stop smoking before becoming pregnant or who quit in the first three months of pregnancy can reverse the risk of low birth weight and other associated risks. Quitting also reduces the risk of other smoking-related diseases, including heart disease and chronic lung disease.

There are multiple smoking cessation programs to choose from. We recommend that you work with your family doctor to choose the one that’s best for you. Thank you for your time.

Health Promotion
Health Reminders

Another important initiative for health reminders is women's health screenings, especially for breast and cervical cancer.

Sample Women’s Health Screening Reminder Message

Plan Prevent has a message for Cindy.

We would like to encourage you to take an active role in your health and wellness. If you have not received a mammogram or a Pap test in the past 12 months, we encourage you to contact your regular physician or your OB/GYN to discuss the need to schedule these important screenings before the end of the year.

In addition to a yearly mammogram, monthly breast self-examinations and yearly breast exams by your doctor are important for the early detection of breast cancer. Also, a Pap test is one of the best ways to prevent cervical cancer. When detected early, precancerous changes to the cervix are cured nearly 100 percent of the time.

For questions regarding your benefits and possible co-pays, call the Customer Service telephone number on the back your Plan Prevent ID card. Thank you for your time.

Helping members maintain healthy lifestyles should be the cornerstone of any organization’s outreach program. In addition to communicating important information about conditions and diseases, our outreach technology is ideal for reaching large groups of members to promote special health programs. A friendly reminder from their health plan could be the incentive members need to change their lifestyles for the better. Contact large groups of members for a fraction of the cost to encourage participation in health programs.

Smoking Cessation Sample Message

Good evening from your health plan Plan Prevent. If you are a smoker and are interested in quitting, we would like to help. Please press 1 to hear more details about the benefits of quitting smoking.

Quitting smoking is one of the best things you can do for your health. Almost immediately, a person’s circulation begins to improve and the level of carbon monoxide in the blood begins to decline. A person’s pulse rate and blood pressure, which may be abnormally high while smoking, begin to return to normal. Within a few days of quitting, a person’s sense of taste and smell return, and breathing becomes increasingly easier.
Refill Reminder Sample Message

This is Plan Prevent calling with a confidential message for Susan concerning your health.

Good evening. Plan Prevent is bringing you a message regarding your medications. It is critical to follow your doctor’s instructions regarding your treatment program. Our records indicate you have not refilled your medication since Monday, April 7.

To refill your prescription now, please press 3 to be connected to a pharmacy representative.

Thank you for your time. We hope this message finds you well.

Diabetes Sample Message

Hello. This is Plan Prevent calling with a health-related message for Sam.

Well-controlled blood sugar helps to minimize diabetes complications, including kidney damage, eye damage, and nerve damage in areas such as the feet and legs. Regular blood sugar checks are vital to making decisions on how to treat diabetes. Work with your doctor or diabetes educator to set blood sugar level goals. This is the best way to know how you are doing and what your numbers mean on a daily basis.

People with diabetes need a lot of information - nutrition facts about food, blood glucose monitoring results, and the like - to really take control of the condition.

Some of the ways that TeleVox solutions can help achieve condition and disease management goals include:

- Condition/disease education
- Lifestyle management/preventive information
- Health risk assessments
- DM program enrollment and recruitment
- Appointment confirmations
- Prescription compliance
In the midst of rising drug and health insurance costs, many members who rely on one or more prescriptions face a challenge in maintaining their health. PBMs offer much needed program assistance, but find it difficult to increase awareness and utilization through regular communication to members. Whatever your pharmacy communication needs, TeleVox helps you achieve them more effectively. Our automated communications help you reduce the costs of member communication while keeping them informed, compliant and fulfilled. Using TeleVox to proactively and automatically reach out to members will decrease the number of inbound calls to your call center, which translates into a savings in CSR time and ultimately, a considerable cost savings for the call center.

Our technology can be used for a variety of proactive outbound member communications, including:

- New member enrollment/introduction
- New member education
- Prescription fill approvals and prior authorizations
- Mail service pharmacy updates
- Refill reminders
- Prescription compliance
- Prescription switching
- Formulary updates
- Generic medication options
- Medication therapy management

The hemoglobin A1c test gives you and your healthcare team an important perspective on how well you are managing your diabetes. What’s important is that you move in the right direction, always toward the target level. And take the test regularly – the ADA recommends that you do so every three months. To repeat this message, please press 2.

Asthma Sample Message

Hello, this is Plan Prevent calling with a health-related message for Bob.

Regular doctor visits play an important part in staying healthy and adding to your overall quality of life. Plan Prevent would like to remind you that these exams are especially important for persons that have been diagnosed with asthma. If you or a member of your family has asthma, Plan Prevent wants you to take an active role in your wellness by scheduling regular doctor visits and following your doctor’s instructions regarding your asthma medication. Remember, smoking tobacco can also make asthma worse. Again, if you have asthma, please make an appointment today to see your doctor.

This appointment does not require a referral and is a covered benefit. If you would like additional information about asthma treatment or smoking cessation, please call your doctor. Thank you for your time.
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Disease Management

For millions of people in the U.S., health conditions such as diabetes, heart disease, high cholesterol, and asthma are a part of daily life. Organizations face the challenge of needing to consistently and effectively reach out to these members. Whether it’s emphasizing proper care and monitoring to those living with conditions or stressing preventive information to those at risk, TeleVox can help organizations communicate regularly with cost effectiveness.

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