



Case Study: Medicare Part-D Call Center



Discovering & Employing Hidden Resources

The Challenge

In November 2005, the Pennsylvania's Department of Public Welfare (DPW) urgently needed a call center to handle calls from consumers. DPW anticipated questions about proposed cuts in Medical Assistance and (most importantly), the newly implemented Medicare Part-D program. As the complexities of Medicare Part-D unfolded, DPW management realized that it needed to educate over **275,000 dual eligible consumers** on the impact of Medicare Part-D on the mix of entitlements they already receive while ensuring continuous coverage.

The Project

InspiriTec set up a call center only four days after approval of our plan and staffed over **75% of the call analyst positions with people with disabilities**. The following elements are the hallmark of all our services to Medicare Part-D consumers.

- ❖ **Flexible and Highly Adaptive:** Our team quickly analyzed the business requirements, developed and delivered training to our help line analysts.
- ❖ **Customized Technology:** We designed a CRM system that allows help line analysts to document the nature of calls. Data are captured, analyzed, and reported in order to inform DPW policy and refine our call handling procedures. Our software-based PBX allows our in-house programmers us to quickly configure our telephone system to unique requirements.
- ❖ **Scalable:** Our Philadelphia Call Center serves on average 7,500 calls per month. The level of service we provide to Medicaid and Medicare consumers has grown as marketplace demand has increased.

Domain Expertise

InspiriTec's Call Center is the **first step** for dual eligible consumers with questions regarding drug prescription coverage. Our team developed a training curriculum, ongoing Quality Assurance and Knowledge Certification Programs, and on-line resources to ensure quality service despite the complex and rapidly evolving rules for Medicare Part-D. Our help line analysts are skilled in:

- ❖ General knowledge about the health insurance industry
- ❖ A system-wide understanding of Medicaid and Medicare
- ❖ How Medicare Part-D fits in with Parts A and B
- ❖ What medical services and drugs are covered by Medicare and Medicaid
- ❖ Consumer problem identification and resolution
- ❖ HIPAA

Leveraging Competencies To Deliver Superior Results

- ❖ **Customer Satisfaction** - Our Help Line Analysts achieved a **98% customer satisfaction rate**
- ❖ **Strategic Decision Support** - InspiriTec's routine and ad hoc reporting have provided previously unavailable data that gives the Department of Public Welfare unprecedented capability to quickly and effectively address sensitive consumer issues.

InspiriTec's Call Center Operations At-A-Glance

Two state-of-the-art call centers:
Philadelphia and Harrisburg Pennsylvania

Call centers handle close to 500,000 calls and 32,000 pieces of fulfillment literature per year

Call agent attrition rate is less than 13%, compared to 31% industry average

Information Technology competency in customized software development, LAN design and web development

Other Case Studies available upon request

The following organizations have benefited from InspiriTec's top-notch information services:

- University of Pennsylvania
- National Disease Research Interchange (NDRI)
- ACE INA
- Trappistine Quality Candy
- PA Department of Conservation and Natural Resources (DCNR)
- PA Department of Public Welfare (DPW)
- PA Public Utility Commission (PUC)

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