R SYSTEMS

ADVANCED ANALYTICS

CASE STUDY
R SYSTEMS ANALYTICS

A US-based Healthcare Service Provider
Significantly Reduced Member Effort with
R Systems Analytics

Client Overview

The client is a prominent healthcare services provider in the US. It serves more than 45 million individuals across the country. The client offers an extensive spectrum of healthcare products and services. Its product portfolio comprises of a diverse combination of managed care products including Point-Of-Service (POS), Preferred Provider Organizations (PPOs), and Health Maintenance Organizations (HMOs) plans.

The client offers a variety of specialty products, including group life, disability, behavioral health, pharmacy and dental insurance benefits.

Problem Statement

- The client wanted to bring down Member Effort Score (MES) which indicates the effort a member has to put forth to handle his claim
- To study the member interaction data from an array of issues to construct a strategy to head off forthcoming issues
- Required a solution to gain valuable insights from member interaction data to reduce the member effort
- Uncover core contingencies of the business that could be amended to intensify member satisfaction
- To establish a robust member feedback program to evaluate and augment member experience

Primary Client Objective

The client wanted a robust solution to:

- Measure Member Effort Level
- Identify the root causes for increased member efforts and declined member loyalty
- Categorize and address business procedures which consistently leads to member's discontentment
- Determine the processes recognized as 'high-effort' by members

Our Solution:

Analytics GYM®

▶ Data Science

Our Analytics Consulting Engagement

The STEPS:

a. Business Understanding/ Use

b. Data Understanding/ Use

c. Analytics and Assessment

d. Implementation

Analytics GYM®

The Approach

- Analyzed diverse datasets and get them in structured and uniform format

- Predicted member effort with greater accuracy to extract valuable insights

- Identified the call drivers that has an impact on member effort by analyzing user interactions

- Used various algorithms like Automatic Speech Recognition (ASR), call flow, neural network, emotional parameters, etc. to detect patterns and predict promoters, detractors and passives on variables like age and gender

- The comprehensive analysis of data helped the client to identify potential dissatisfied members to approach them with effective remedies

2.47

Member Effort Score

CA	GA	NY	TN
2.2	2.6	1.8	3.2

Methodology

- Studied member interactions to identify types of member efforts

- Correlated member effort type with insurance products, contact center experience and self-service options

- Assessed existing analytics and technology capabilities

- Quantified the degree of member effort based on severity expressed

- Analyzed organization-wide member effort score on a scale of 1 to 5 (where 1 indicates least effort)

- Segregated the overall CE score to site level, manager level, agent level

Claim Denial
Claim Recognition
Pre Authorization
Call Transfer
Waiting on IVR
Called the contact center
Long Hold / Wait time
Refer to Care Provider
Office Visit

Analytics GYM®

Scope Delivered

- Helped the client in implementing user-friendly self-service channels for members by adding FAQs and videos to navigate easily through the website

- Built a scorecard to effectively track and measure performance at all the hierarchy levels

- Rolled out customer effort score as one of key performance indicators and incentivized call centers on reducing customer effort

- Provided coaching to agents to address the emotional side of member interaction effectively

- Helped the client to get deeper insights of the needs, expectations and issues of the members

- Evaluated feedback from disgruntled or struggling members to understand key drivers and mitigate processes

Business Outcomes

Using R Systems' Analytics Gym Data Science engagement with actionable insights and predictions, the client experienced a substantial reduction in its Member Effort Score.

Outlined below are some of the key business outcomes:

- Improved member engagement

- Amplified member loyalty

- Improved member enrollments

- Better survey results

- Reduction in repeat callers

- Member oriented outreach program to assist members in real-time