

**Flat Budgets**

***Improved Outcomes***

***Healthcare Reform***

**The Cloud**

**Smart Mobiles**

**Digital Consumers**

**Member Engagement**

**Dave McCann**

Chief Executive Officer

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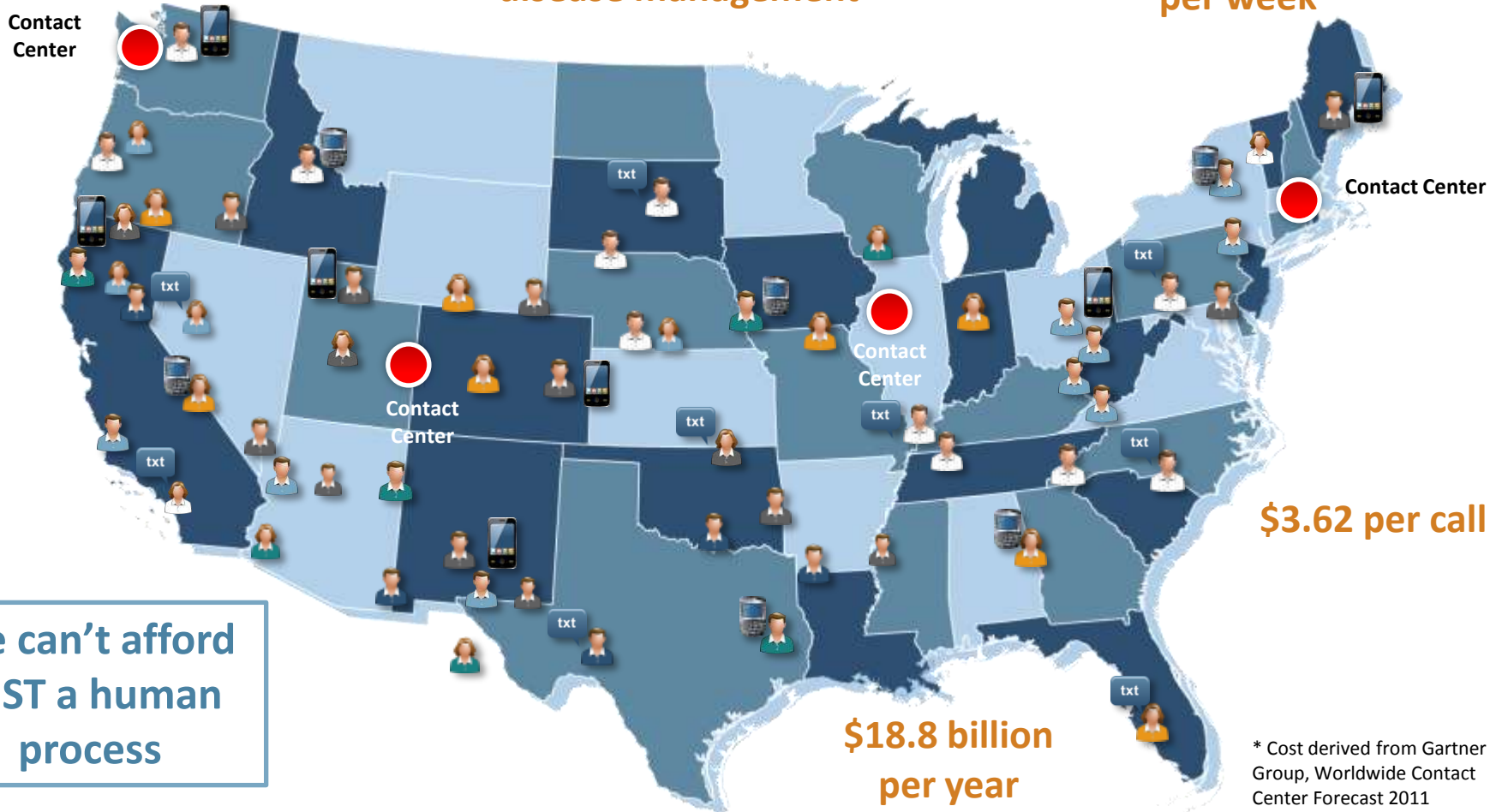
Healthcare Market Customer Consultant

# The economic context: Is there a better way?

308 million Americans

Approximately 100 million need  
disease management

Optimally interacting once  
per week



# Critical member engagement & outcome challenges

## GOALS

### Improve member engagement

- Program enrollment
- Contact rates only 12-15%
- Efficient interaction

### Show clinical success

- Program outcomes
- Adherence
- Readmission reduction

VS.

## CHALLENGES

### Decrease/hold administrative outlays

- Cost per contact: \$3.62\*
- Difficult to scale staff
- Skilled, costly resources (nurses)

VS.

### Easy, timely access to and analysis of data

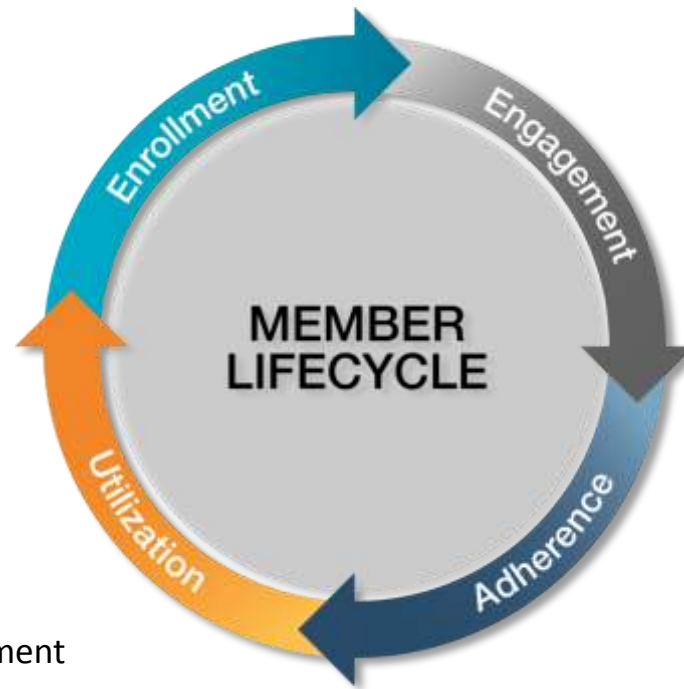
- Prove value to clients
- Incomplete member data
- Reporting requirements

\* Cost derived from Gartner Group, Worldwide Contact Center Forecast 2011

## Varolii view of the Member Lifecycle

- Program Enrollment
- Welcome/On-boarding
- Missing Information
- Claims Status
- Retail to Mail

- Gaps in Care
- Health Risk Assessments (HRA)
- Appointment Reminders
- Educational Messages
- Satisfaction Surveys
- Refill Reminders



- Prior Authorization
- Co-Pay Collection
- Cancelled Rx
- Revenue Cycle Management
- Claims Management
- Therapeutic Interchange
- Treatment Adherence
- New to Rx
- HEDIS Reminders
- MTM Enrollment
- Re-engagement
- Status Surveys

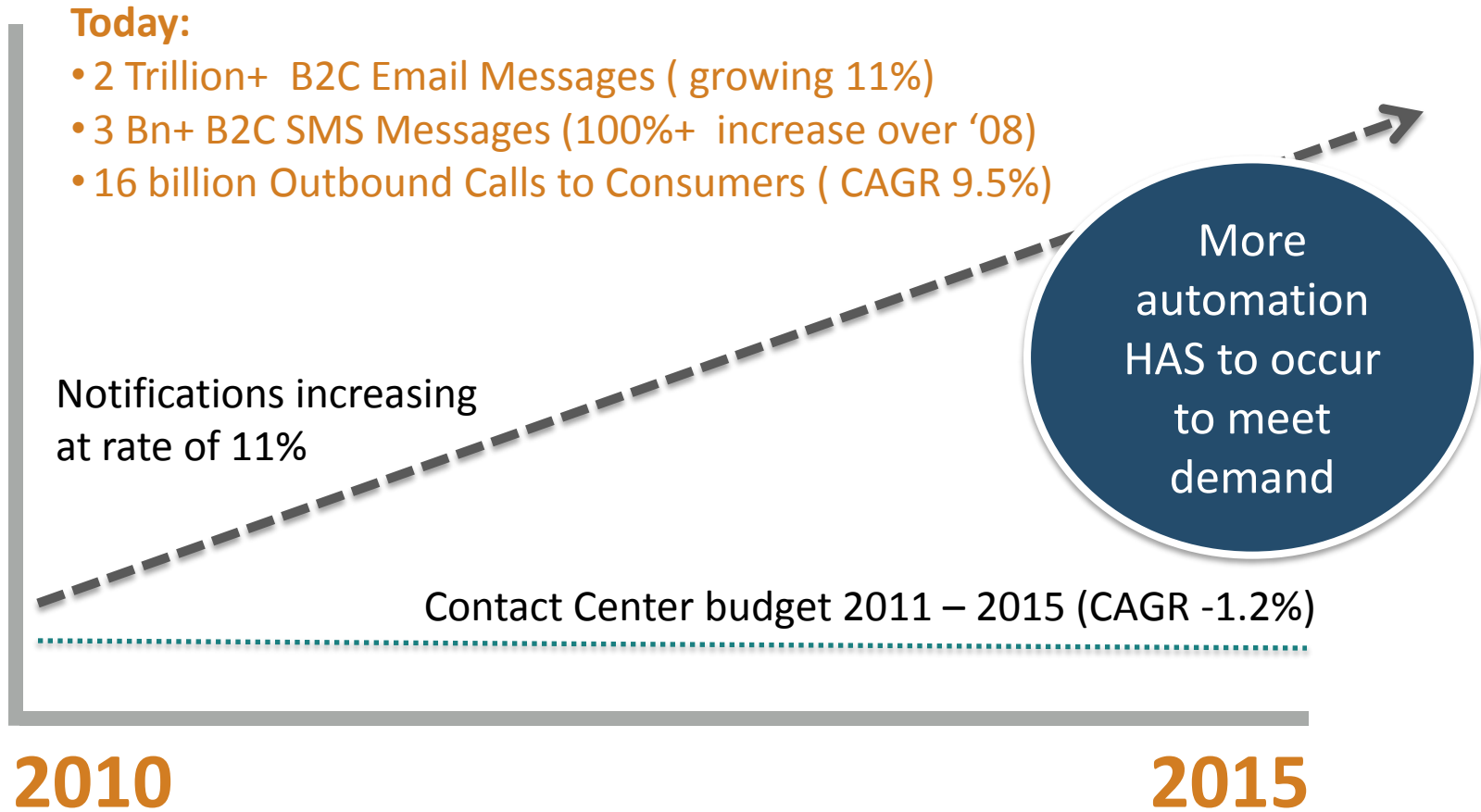
*All interactions need to drive tangible business results, positive ROI*



**Is your human v. interaction mix just right ?  
Do your outcomes exceed plan ?**

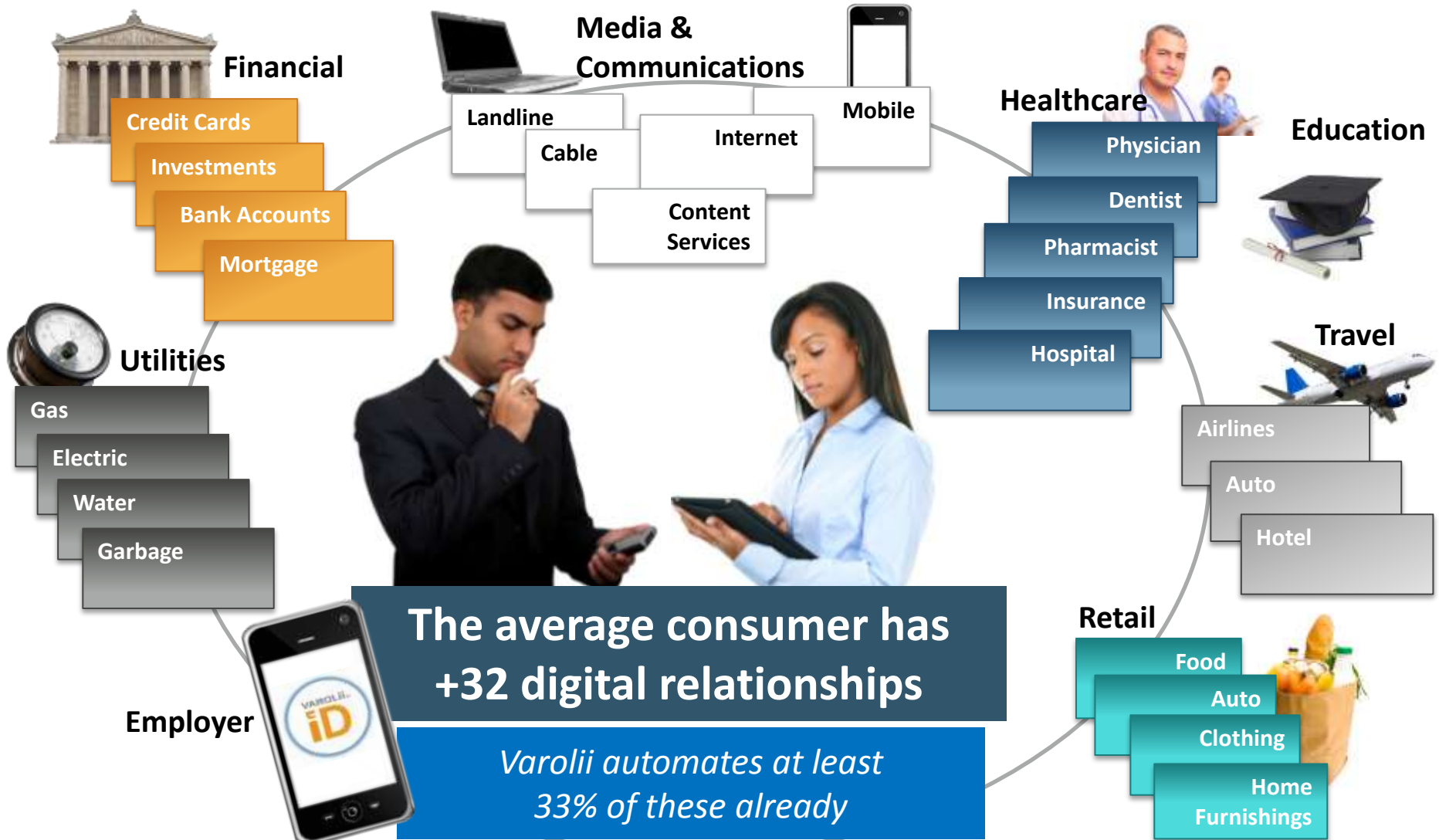
# B2C Notifications to North American consumers

*More automation has to occur to stay within budgets*



Source: Gartner, Forrester, Tower, Varolii – combined stats 2011

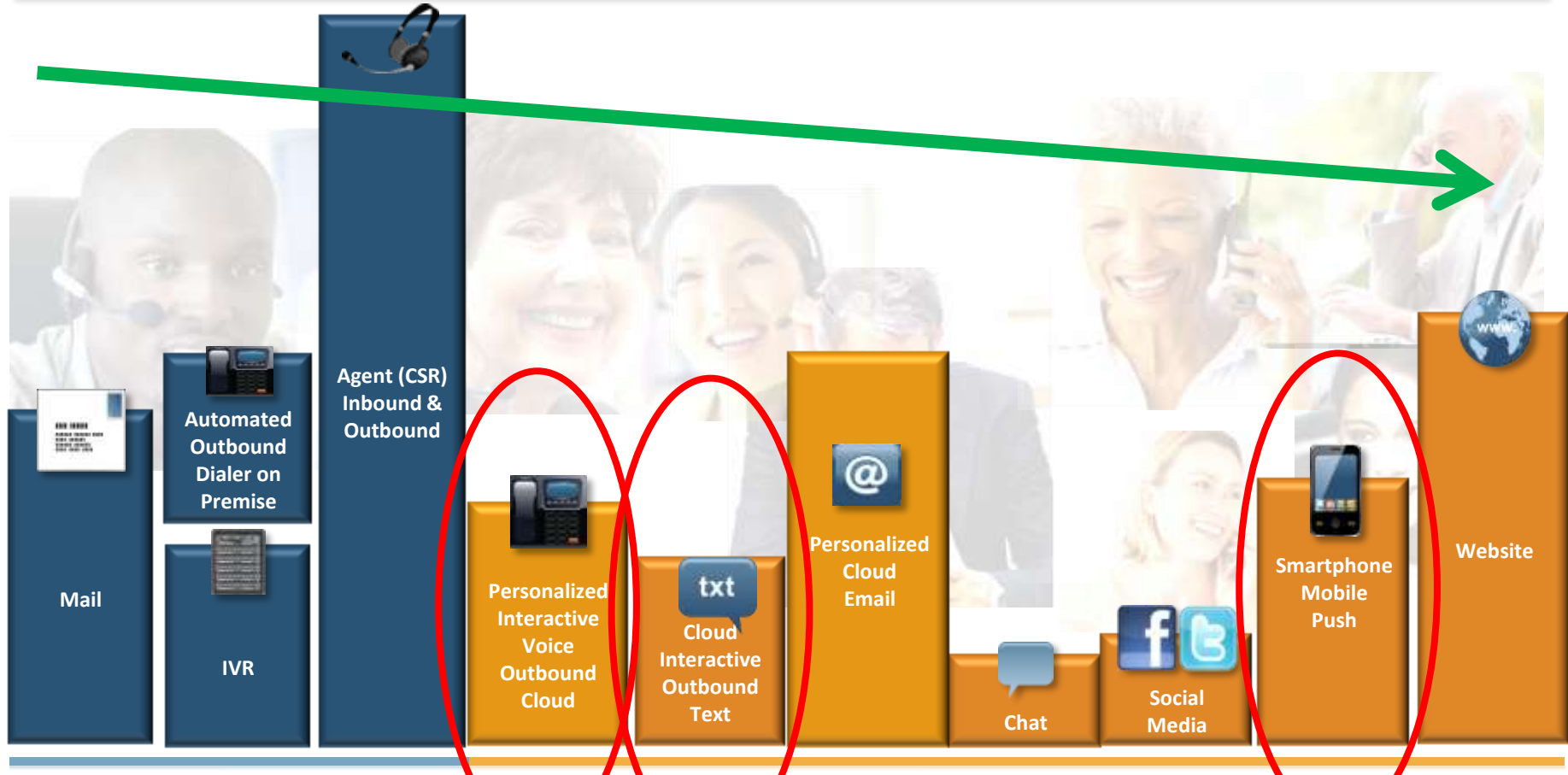
# The 2012 Digital Consumer – multiple industries influencing





**How many members will you contact via  
smartphone by 2015?**

# Interaction Channels Framework – shifting investments for 2013



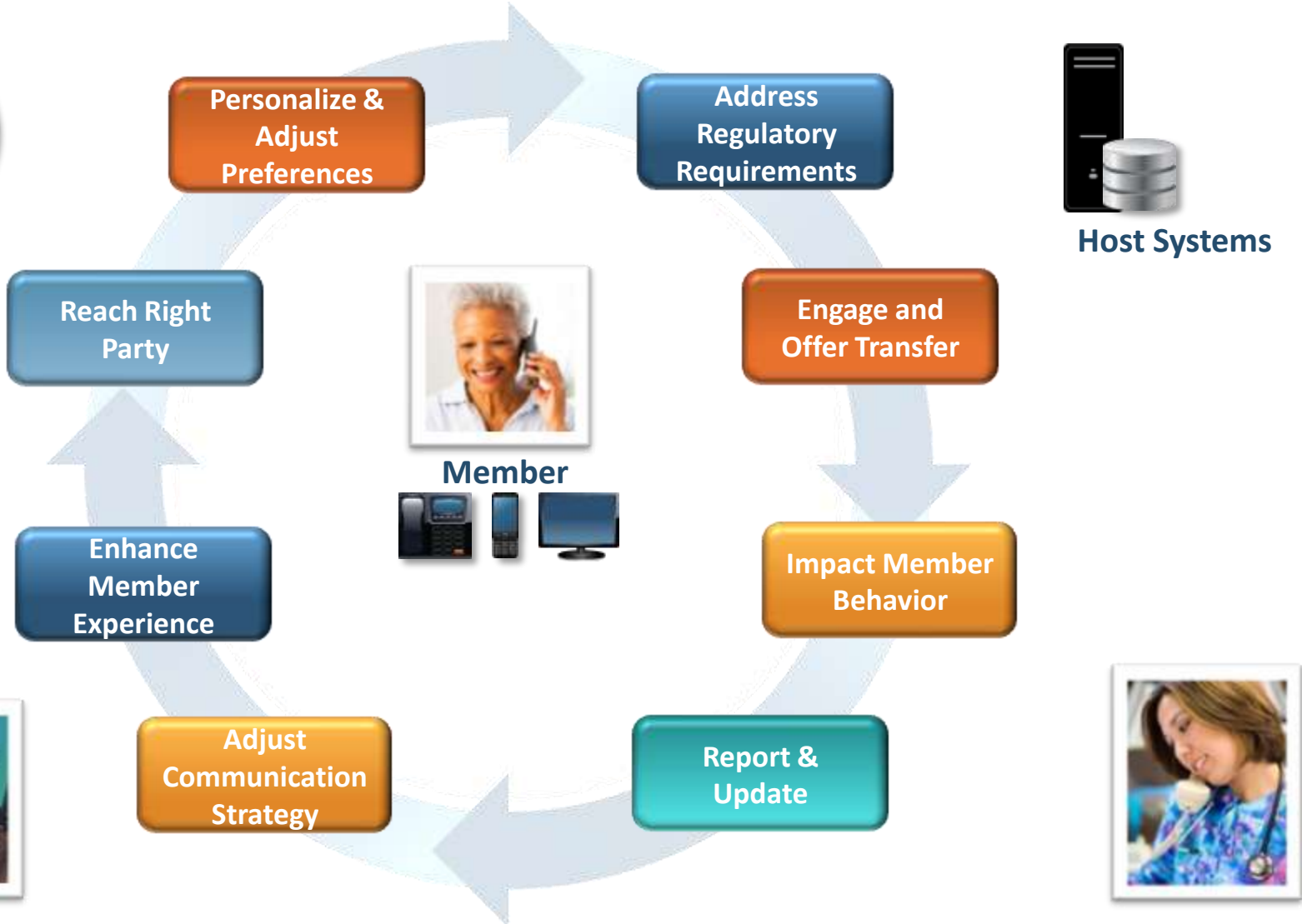
High cost company serviced

Lower cost patient self service

“reduce # of agents & inbound calls 40% by 2014”

“drive customer self service from 26% to 75% by 2015 including Smartphone”

# Requirements for Effective Automated Member Outreach



## Case Study: 50% enrollment increase

ActiveHealth: 19 million covered lives

### Challenges

- Enroll more members in programs
- Improve productivity
- High quality member experience

### Solution and Results

- *Progressive Engagement: Automated welcome and follow up calls, appointment reminders, agent transfers, LOCATE*
- 50% increase in program enrollment
- 70% success in obtaining correct numbers with Varolii Locate
- Improved productivity
- More effective use of engagement specialists



“

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

— Anne Polese  
*Executive Vice President of Clinical Operations*

# Case Study: Decreased costs, impressive outcomes

Healthways: 38 million covered lives

## Challenges

- *CMS Medicare Health Support Pilot Program*
- Cost-effective intervention to reduce incidence of Stroke/MI
- Timely monitoring of blood pressure and medication adherence
- Acceptance of automated communications by elderly patients



## Solution and Results

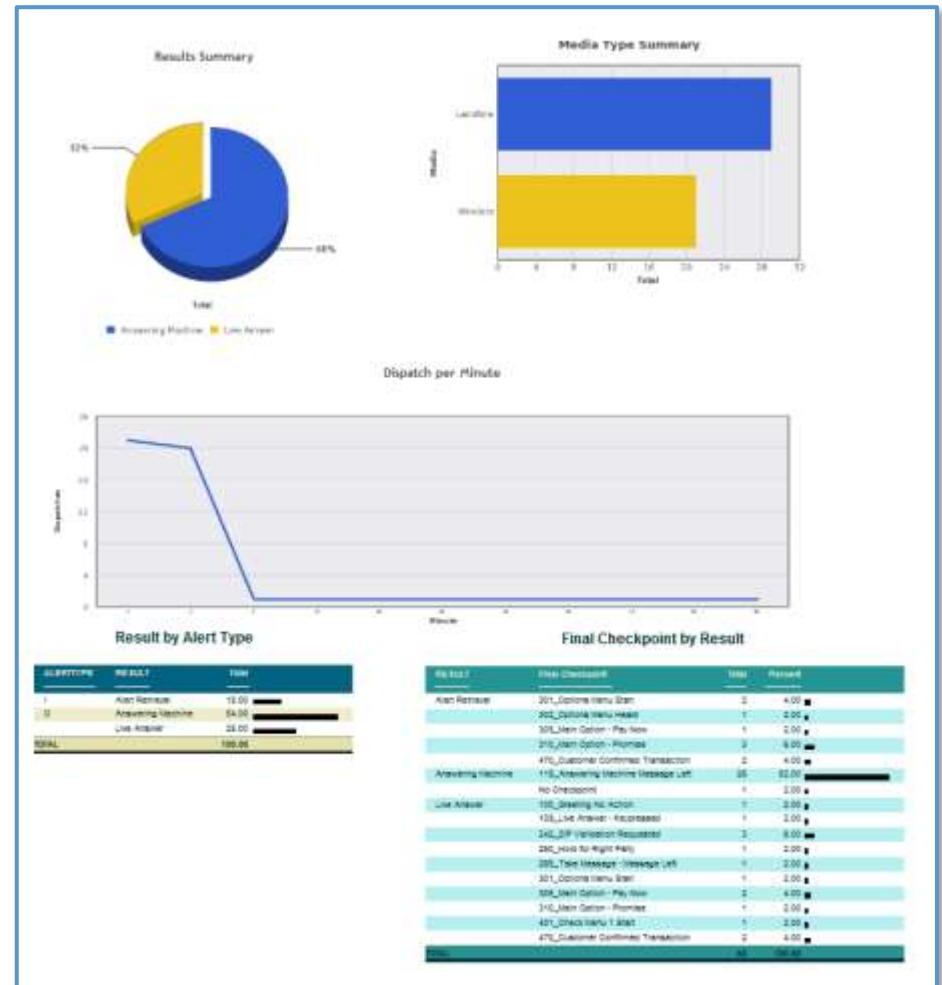
- *Automated interactive BP surveys, identity verification, informational messages, business rules for agent transfer or survey follow up*
- 54% of participation patients received a change to or an additional prescription for BP medication
- Cost effective — the cost per BP reading was approximately 10% of the cost of using a live agent
- No difference in outcomes between nurse-treated and Varolii-treated cohorts



**Are you being asked to prove  
your value through reporting?**

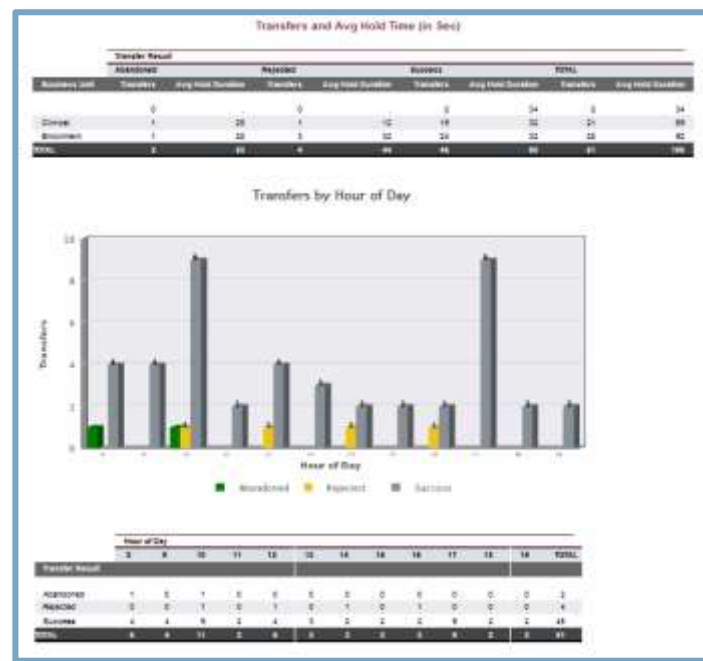
# Introducing *Performance Insight for Healthcare*

- *A first in SaaS analytics for interactive member communications*
- Empower executives with unique analytics, monitoring and reporting
- Make better decisions faster and implement the most effective strategies
- Gain deeper insights into member interactions and contact center performance



# Performance Insight: Make Better Decisions Faster

- **Deliver unique insight for executives**
  - Build on scalability of Interact platform and personalization of Varolii ID
- **Enable integrated reporting**
  - Combine your member data with Varolii Interact results to produce impactful analyses
- **Access results that matter**
  - Use pre-built healthcare industry reports, or configure to suit your needs
  - Choose from wide variety of variables: data inputs, formats and automation options
- **Prove your program's value**
  - Demonstrate worth to clients with reports that prove performance, justify their investment

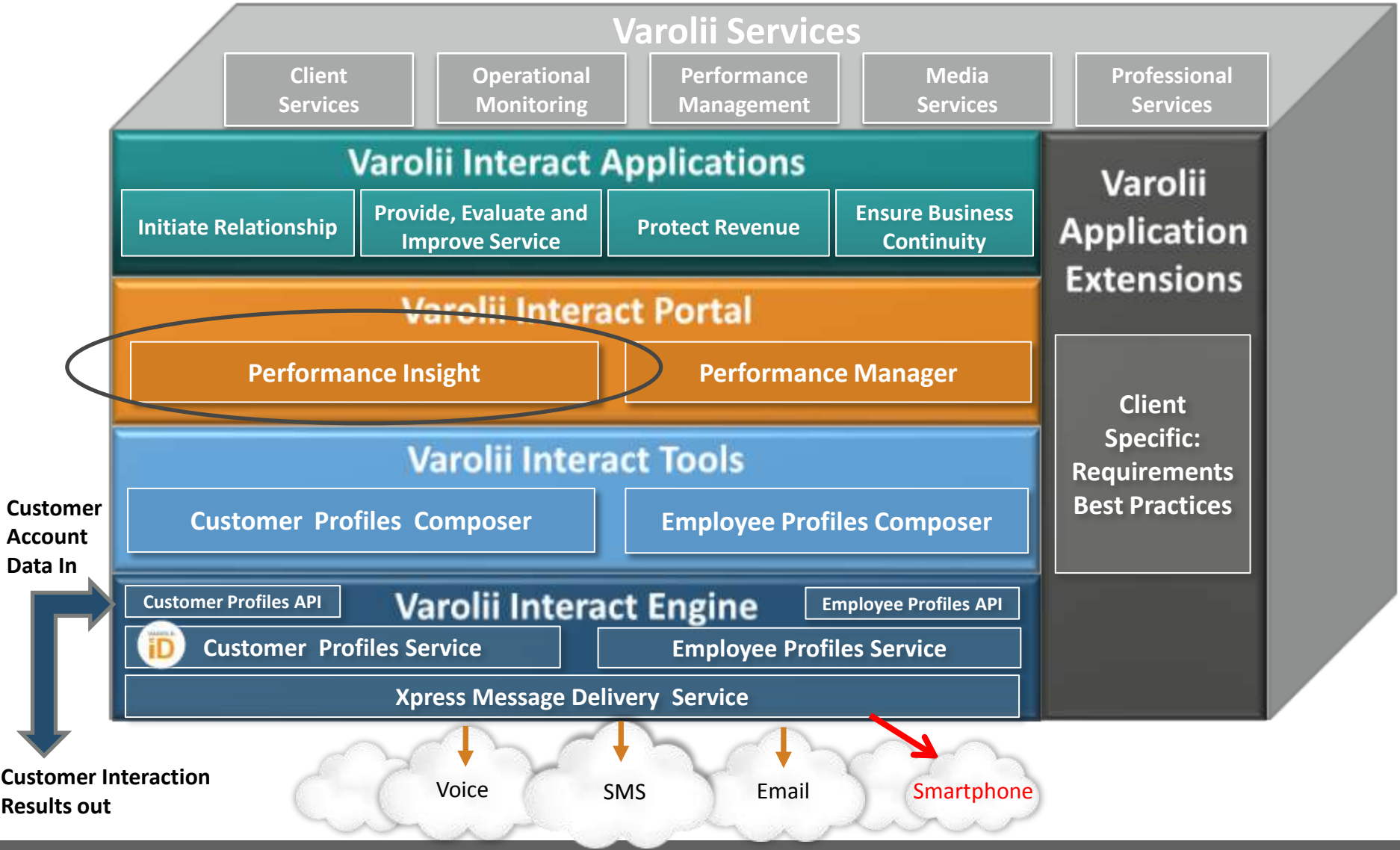


# Performance Insight: Make an Impact with Analytics

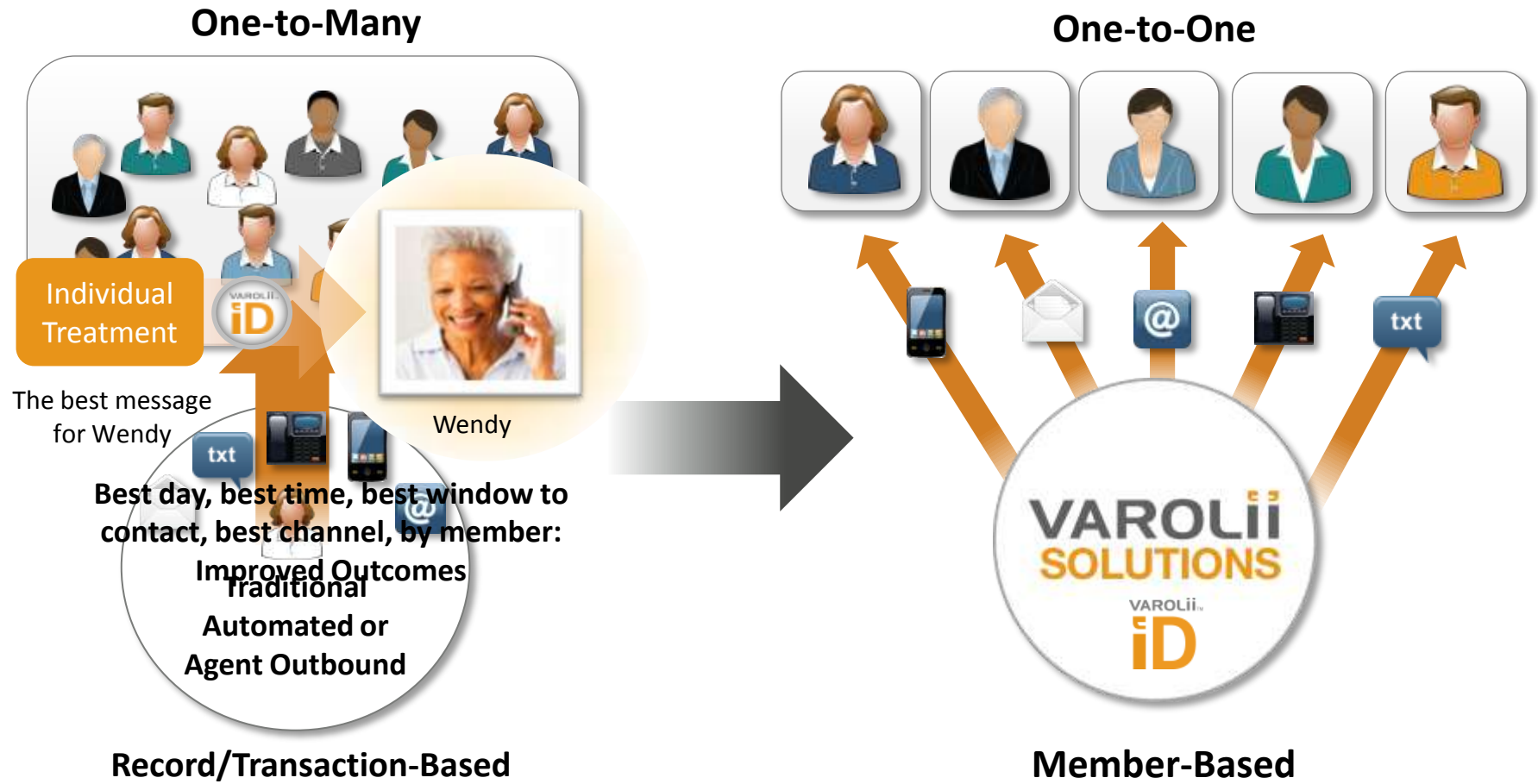
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- **Rely on systematic monitoring**
  - Ensure client applications run smoothly, without exception or downtime
- **Command and control**
  - Quickly spot potential problems with proactive alerts based on 12 key metrics
- **Automate documentation**
  - Record compliance with Medicare and other regulatory requirements
- **Apply best practices**
  - Shape member communications strategies based on our experience with more than 60 healthcare clients

# Varolii Solution Framework...foundation for the future



# Varolii ID: Automated Analytics and Personalization



# Varolii Healthcare Experience



- More than 150 million multi-channel patient interactions per year
- More than 12 million patients on our Patient Profiles service
- More than 60 healthcare clients
- Three of the five largest US health plans
- Three of the top four disease management companies
- Leveraging the Varolii Interact platform which services 400 major corporations



# Q&A

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