

Create an Exceptional Member Experience



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Learning Objectives

Create an Extraordinary Member Experience

- Discover the value of investing in member experience and how to quantify it for c-suite audiences
- Empower the entire health plan team to deliver extraordinary service through leadership and training
- Learn best practices from a customer service perspective







Customer Experience Matters









The Value of a Member

10xAcquisition vs. Retention

\$60k-\$80k Lifetime Value

Investments Per Member:

- Initial Acquisition
- Risk Stratification
- Care Management
- CAHPS







Medicare Sales Perspective, Member Experience Focus

It's vital to focus on member experience.

Enrollment is just the beginning: What happens afterward is critical.

- Does your newly enrolled member make it to the doctor's office?
- Do they receive the most comprehensive, coordinated care possible?
- Are they happy with their health plan and their care? (Will they stay with you?)

To this end, we offer member experience strategies that support:

- Creation of an ongoing relationship between health plans and their members
- Lasting impressions and proven lifts in member retention and satisfaction







Who Is Responsible for Member Experience?



Marketing



Sales



Member Experience Team

Who is responsible at your health plan?







Member Experience: One Team, One Goal



The goal is to ensure each enrolled member remains happily engaged with their providers and their plan.

All metrics, people, purposes and processes should align under this.







Siloed Objectives + Isolated Workstreams = Disjointed Member Experience

MARKETING:

Create x responses at x cost per lead

TELESALES:

Keep AHT to x, Keep SLA at x

OPERATIONS:

Process x application, send x member cards...

MEDICAL MANAGMENT:

Ensure HRAs are completed on all members within x days

SALES:

Take x applications that convert to 90-day net-new business

NETWORK:

Obtain x providers

CUSTOMER SERVICE:

Keep SLA at x, First call resolution

CLAIMS:

Ensure claims are appropriately processed within x days.

POPULATION HEALTH:

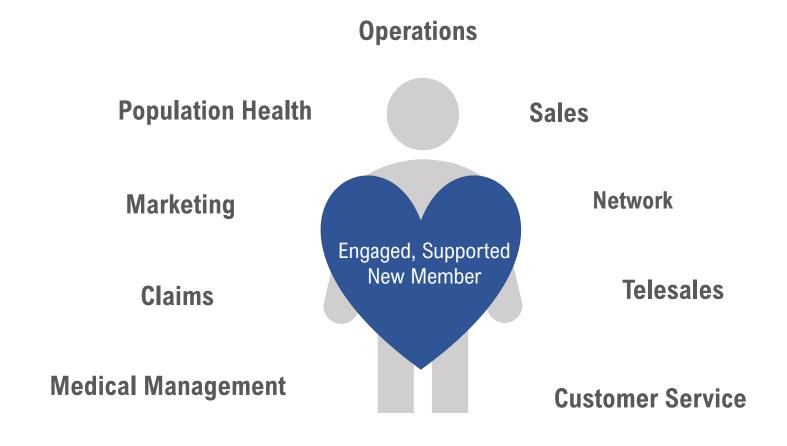
Manage to x care streams and outcomes







Create an Exceptional Member Experience









Sales = Service



A Medicare "sale" goes beyond enrollment, creating a lasting relationship between health plan and member that results in an optimal health care experience.

When CSRs and sales team members are aligned with the idea that their job is to deliver great service, your survey results will follow.

Our philosophy: Do what's right for each member.







Important Steps

- Journey Mapping
- ✓ Call Listening Sessions (internal and external)
- Qualitative & Quantitative Research (remember the brokers)

- ✓ Net Promoter Score
- ✓ Website UX Analysis (member portal and marketing site)
- Social Media Monitoring





Empowering Your Team



- Inclusivity pays dividends.
- Establish expectations and manage to them.
- Sometimes, the answer is no. (And it's OK to walk away).
- Support with materials, tools and processes.
- Engage and celebrate.





Interacting with Members and Prospects



- Mind your manners.
- Be a friend use their name.
- Thank them for their membership.
- Ask: "How else may I help you today?"
- Keep your promises.
- Make it as easy as possible for them to do business with you.
- Even if you don't have an answer, follow-up.







THANK YOU







