



**The Connection** has extensive experience providing outsourced contact center solutions to the managed healthcare industry. Our customized training and advanced technology ensures that our highly-trained agents will optimize your conversion results and deliver an unparalleled customer service experience. Trusted by many leading health insurance and pharmaceutical companies, we provide the experience, quality, and operational efficiencies needed to help you lower your customer acquisition costs and improve your enrollment conversion rates. We handle it all—from enrollment to customer service—with the quality and dedication you expect from an award-winning industry leader.

## The Connection Healthcare Expertise

**HIPAA and CMS compliant** – ensuring agents comply with patient confidentiality and industry regulations.

**Licensed life and health insurance agents** – training agents and handling license reciprocity so we can sell and cross-sell your products in all 50 states.

**Capacity and scalability** – ability to meet your service level goals by adding agents quickly and seamlessly, with the capacity to handle over 100 million calls per year through U.S.-based agents.

**100% U.S.-based contact centers** – providing professionally-trained, accent-neutral agents who handle calls 24 hours a day, 365 days a year.

**Multichannel services** – connecting with customers through voice, live web chat, email response, and interactive voice response (IVR) channels.

**Proactive and flexible management** – providing rapid and accurate changes as needs evolve.

**Workforce optimization** – scheduling staff to maximize utilization efficiencies to lower your costs.

**Advanced technology and technical integration** – leveraging skills-based routing to direct calls to the best-qualified agents while accessing your internal CRM system in real time.

**Quality focused** – ensuring quality and performance through on-demand web-based reporting and live or recorded call monitoring.

## Healthcare Services

Customer Service

Licensed Agents

Enrollment

Direct Sales, Cross-sells & Upsells

Eligibility Support

Claims Status

Consumer Information

Lead Generation

Adverse Events

HIPAA & CMS Compliant

24x7, 365 Days Per Year

Peak Call Volume Support

## Sectors Supported

Health Insurance

Life Insurance

Medicare Advantage Plans

Medicare Supplements (Medigap)

Medicare Special Needs Plans

Medicaid

Prescription Drug Plans

Health Reimbursement Plans (HRA & HSA)

Dental & Vision Plans

Pharmaceutical

## Case Study: Medicare Advantage Enrollment and Customer Service

A leading consumer life and health insurance organization partnered with The Connection to outsource its Medicare enrollment and customer service claims in order to reduce their costs and increase enrollment conversion rates. We provided a core group of dedicated licensed life and health insurance sales agents to handle the call volume and created a five-week intensive agent training program. We effectively exceeded the client's expectations by improving customer satisfaction, reducing costs, and increasing enrollment conversion rates by 28%.

