

## Case Study NO. 031

# Using Data & Technology to Reduce Over-The-Phone Interpretation (OPI) Costs

With over 10 million members and 185,000 employees, this healthcare and health plan provider required a global LSP with strong technological capabilities and a vast interpreter network to bridge their communication gaps.



## Background

ULG was tasked with providing over-the-phone interpretation (OPI) services to a large healthcare company. The client functioned as an integrated managed care consortium, providing both health plans and healthcare.

With 10.2 million health plan members, 186,497 employees, 18,652 physicians, 51,010 nurses, 38 medical centers and 622 medical offices throughout the U.S., and plans to expand, the communication needs and networks for the client were vast.

## The Challenge

With a large and diverse population of limited-English proficient (LEP) members and patients, the client needed a HIPAA compliant telephone interpretation services vendor that could connect to highly-qualified interpreters in seconds.

The client also needed a vendor that could handle its large call volume and its unique data collection requirements. In addition, the client had already incorporated a variety of telephone interpreting applications into their existing process.

A nationwide contract meant that calls would be highly varied and complex in nature. Calls could be expected to come from a number of locations, and include: health and medical services, emergency services, appointments and nurse advice services, and other ancillary insurance and medical services. Finally, the client had difficulties with interpretation accuracy and the customer service abilities of their former vendor.

### Average Interpreter Connection Time (AICT):

- **15 seconds** for Spanish
- **25 seconds** for all other languages

## The Solution

After choosing ULG to take over their interpretation services, the client immediately realized an upgrade in both service quality and interpreter accuracy. Using best-in-class technologies and a vast interpreter network, ULG was able to fulfill interpretation calls in over 225 different languages.

Additionally, ULG's technologies and user interfaces were able to meet the data collection needs required by the client. In this case, ULG was able to collect data on interpretation call volumes and quality for each of the client's unique identification codes, which tied back to one of over 650 company locations.

Using this data, ULG provided the client with monthly and quarterly reports illustrating usage for each location and included the following information: Reporting period (including date and time of each call

- ANI (automatic number identification)
- Originating/Incoming phone number for each call
- Department Identification Code & Location Identification Codes (Alpha/Numeric)
- Employee ID number and Employee name
- Number of calls and Number of Minutes
- Interpreter Connection (in seconds)
- Call Duration (in minutes)
- Total Number of Calls
- Languages
- Interpreter ID



## The Result

As a result of data collection and ULG's interpretation processes, ULG exceeded the client's reporting requirements and reduced average call handle times by 10 percent.

ULG's interpreters' language and terminology skills, familiarity with U.S. English and cultural nuances, and their understanding of the U.S. government and healthcare structure, provided a superior customer experience and helped the client reduce interpretation costs.

Finally, All ULG interpreters were highly-qualified, had significant experience in the healthcare industry and were HIPAA compliant, which ensured that the client's customers and employees data was treated with the diligence and privacy required in the healthcare industry.

### Summary of Services:

- **Nationwide** telephone interpreter services
- **7,200,000** minutes annually in 225 languages
- **6.12 million** minutes in Spanish
- **1.08 million** minutes in other languages
- Served **650** office locations, with multiple accounts and cost centers

