



HEALTHCARE CALL CENTER SOLUTIONS CASE STUDY

How the addition of specialized bilingual resources moved more members to complete their Health Risk Assessment (HRA)

OBJECTIVES

A major health engagement provider enlisted the expertise of United Language Group (ULG) to increase Health Risk Assessment (HRA) completion rates among hard-to-reach populations with the goal to strengthen Centers for Medicare and Medicaid (CMS) Star Ratings and capture health data for early preventive action.

SOLUTIONS

ULG optimized the health engagement provider's legacy member engagement process to include bilingual care liaisons and bilingual staff to more effectively engage LEP members. The liaisons and staff were specifically trained in the nuances of Medicare, Medicaid, and complex case management. To optimize the outreach, ULG also conducted A/B testing on various outreach and voicemail scripts and process flows. The updated process also allowed members to hear voicemails in their native language and to schedule their HRA's with a bilingual call center liaison.

RESULTS

Increased completion rates

The implementation of bilingual call center liaisons, combined with process enhancements, was directly responsible for a 23% increase in HRA completion rates over the course of one month.

Relationship building in language

With language no longer a barrier, the health engagement provider was able to build trust and cultivate relationships with LEP members, resulting in stronger engagement rates and a healthier member population.

AT A GLANCE

Challenge

- Increase HRA completion rates
- Engage non-English speaking members

Deliverables

- Train and implement bilingual resources
- Design and test multilingual outreach and voicemail scripts
- Improve process to include voicemail management in member's language
- Establish technical updates to allow for proactive HRA scheduling



"This is a perfect example of the importance of health equity. Connecting with members in their language and enhancing processes to better meet their unique needs is proven to have a considerable impact on engagement rates. In this situation, the increase in HRA completion rates, and in such a short amount of time, speaks to the value of these solutions and their positive impact on creating a healthier population"

- Enrique Rosado - EVP, LEP Health Determinants and Accessibility at United Language Group