



Coordination of Benefits Success Story

CASE STUDY

OBJECTIVE:

Cost-effectively Obtain Member Information to Meet Compliance Regulations

A leading Pharmacy Benefits Manager, focused primarily on claims processing, health coverage, clinical & medication management, formulary management and Medicare Part D administration, was searching for a more effective way to acquire information about their members.

Medicare Part D plan sponsors are required to obtain a completed benefits questionnaire from all Medicare Part D participants annually in order to remain compliant with regulations. The survey verifies if the member has other insurance that provides coverage before Medicare.

Without data available to indicate which members had supplemental insurance, this national Pharmacy Benefits Manager mailed surveys to every Medicare Part D participant. This was the quickest way to address regulatory requirements at that time. Unfortunately, this strategy was also very expensive and the organization fully realized that 100% of the participants did not need to complete a survey.

Faced with increasing printing, mailing and processing costs for each survey mailed, the company asked West Notifications Group to provide them with an automated notifications solution that would increase operational efficiencies, decrease costs and still enable them to obtain the information needed from their members.

THE WEST NOTIFICATIONS GROUP SOLUTION:

Automated Outbound Notifications that Capture Contact Data

The national pharmacy benefits manager implemented West Notifications Group's Medicare Part D Coordination of Benefits application to proactively place outbound telephone calls to determine if members have secondary insurance coverage.

West Notifications Group provided complex business rules and call retry logic in order to increase live answer rates and maximize the effectiveness of the campaign. In the event that an answering device was reached, West Notifications Group's optimized voice mail logic ensured that the right message was delivered to the right customer.

The West Notifications Group application was able to capture each member's response and provide the information back to the national pharmacy benefits manager for appropriate follow-up. Overall campaign data was collected for detailed reporting and analysis to measure the success of the Medicare Part D Coordination of Benefits solution.



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C A S E S T U D Y

T H E R E S U L T S :

Hundreds of Thousands of Dollars in Savings

With West Notifications Group, this national pharmacy benefits manager achieved favorable results with the Medicare Part D Coordination of Benefits application. This proactive outbound solution enabled the company to gain valuable insight about the population of their members as well as decrease expenses by using lower-cost automation.

With West's solution, the national pharmacy benefits manager achieved the following results:

- \$365,679 in savings from printing, mailing and processing fewer surveys
- 30% return on investment.

W E S T N O T I F I C A T I O N S G R O U P :

West Notifications Group is one of the nation's leading providers of automated notification solutions, helping companies acquire, care for, grow and retain customers by enabling frequent and relevant customer contact at a price-point that is far superior to traditional contact methods. Our solutions deliver simultaneous real-time messages to millions of customers to their channel of choice, including phone, email, text messages, instant message or fax delivery.

West Notifications Group is a subsidiary of West Corporation and an affiliate of West Interactive Corporation, all of which are located in Omaha, NE. West Corporation is the leading provider of outsourced communication solutions with more than 42,000 employees worldwide. For more information contact 877-369-1858 or visit www.westnotificationsgroup.com.



For more information contact us at:

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