

THMCC OUTBOUND CALL CAMPAIGN CONNECTS FQHC TO 14,000 PATIENTS



CLIENT PROFILE

Client

- Large FQHC in Texas
- Insurance change required provider to contact 14,000 patients

Solutions

- Two pronged campaign included an initial live call followed by an automated call

Results

- 51% successfully reached on live call
- 90% reach rate for patients receiving automated call

THE CHALLENGE

In 2015, a large Federally Qualified Health Center (FQHC) in South Texas needed to notify their entire patient population of an important change to their insurance, and that to continue seeing their primary care provider or specialist, they would need to change insurance plans.

This change would have an impact on their ability to continue providing care to more than 14,000 patients. This health center needed a coordinated campaign to send a notice of the changes via email and then complete a follow up phone call to: 1) ensure that the patient received the notice, and 2) answer any questions.

THE SOLUTION

The TeamHealth Medical Call Center offered a two-pronged solution, including a live call and automated call.

The program includes the following:

- A follow up phone call from a nonclinical patient coordinator tasked with ensuring:
 - The patient received the notification via email.
 - Any questions the patient had were answered.
 - An offer to transfer to the state Medicaid hotline if the patient was ready to make an insurance change while on the line.
- An additional follow up automated phone call with a prerecorded message to patients who were unable to be first reached by a patient coordinator. The automated call offered a hotline where the patient could call back and have any questions answered.

THE RESULTS

The outbound campaign exceeded the anticipated results.

- 51% of patients successfully completed the call and were determined to either:
 - Requested to be transferred to change insurance plans during the course of the call.
 - Patient had already made the insurance change prior to receiving the call.
 - Were unable to be transferred at the time of the call, but requested the information on how to do so at a later time.
 - Did not request a transfer or info.
- Of this 51% of total patients, over 75% either requested to be transferred, requested the contact info to do so later, or had already made the insurance change.
- Of the more than 4,500 patients receiving an automated call, THMCC achieved a 90% reach rate.
 - Of this, over 3,800 or 95% of patients listened to the initial message.

TEAMHealth
MEDICAL CALL CENTER