

**Customer:**

Freedom Health

Website:www.freedomhealth.com**Location:**

25 Counties in Florida

Industry:

Healthcare

Customer Profile:

Freedom Health is a physician owned health insurance company that is located in 25 counties in Florida.

Services:

- Enrollment Support
- Satisfaction Surveys
- Provider Surveys
- Appointment Setting

TeleDirect

1-800-776-1081

sales@teledirect.comwww.teledirect.com**The Challenge:**

Freedom Health, a long term client, had a much higher than anticipated response in seasonal volume during open enrollment due to a local provider losing their CMS Contract. The impact resulted in a 300% increase in call volume seeking Medicare policies. The overwhelming surge of unanticipated volume posed multiple challenges:

- High abandonment rate
- Decreased existing member customer satisfaction
- Potential loss of new members
- Risk to their NCQA star rating
- Increased employee workload

The Solution:

Our team was able to quickly develop a solution and implementation strategy that allowed us to quickly scale to meet the client's demand while maintaining strict compliance to CMS and HIPAA regulations. The solution incorporated a well-orchestrated effort from all departments: training, IT, Client Services and Operations to support an aggressive staffing plan.

- Onboarded 30 agents in 7 days.
- Leveraged IVR solution for overflow calls
- Utilized a combination of Dedicated & Blended Agents
- Created custom, skill-based distributions
- Captured additional enrollment volume