



 Microsoft +  NUANCE

Create exceptional member experiences

How healthcare payors can build a
powerful engagement strategy.

eBook
Nuance Member Engagement Solutions

Payors must transform member engagement

In the face of shrinking margins and ongoing economic uncertainty, payors are under enormous pressure to do more with less. But cost reductions can't come at the expense of member experience. Outstanding member engagement is essential to remain competitive as the Medicare Advantage market grows and evolves. Only payors that deliver the highest levels of member satisfaction will achieve the highest Star Ratings for their plans, helping them enroll and retain more members.

Delivering exceptional member engagement experiences isn't easy. Members expect seamless, convenient access to support and services in whatever channel they prefer. They expect personalized, proactive engagements that make them feel known and valued. And they expect payors to protect their sensitive information at all times.

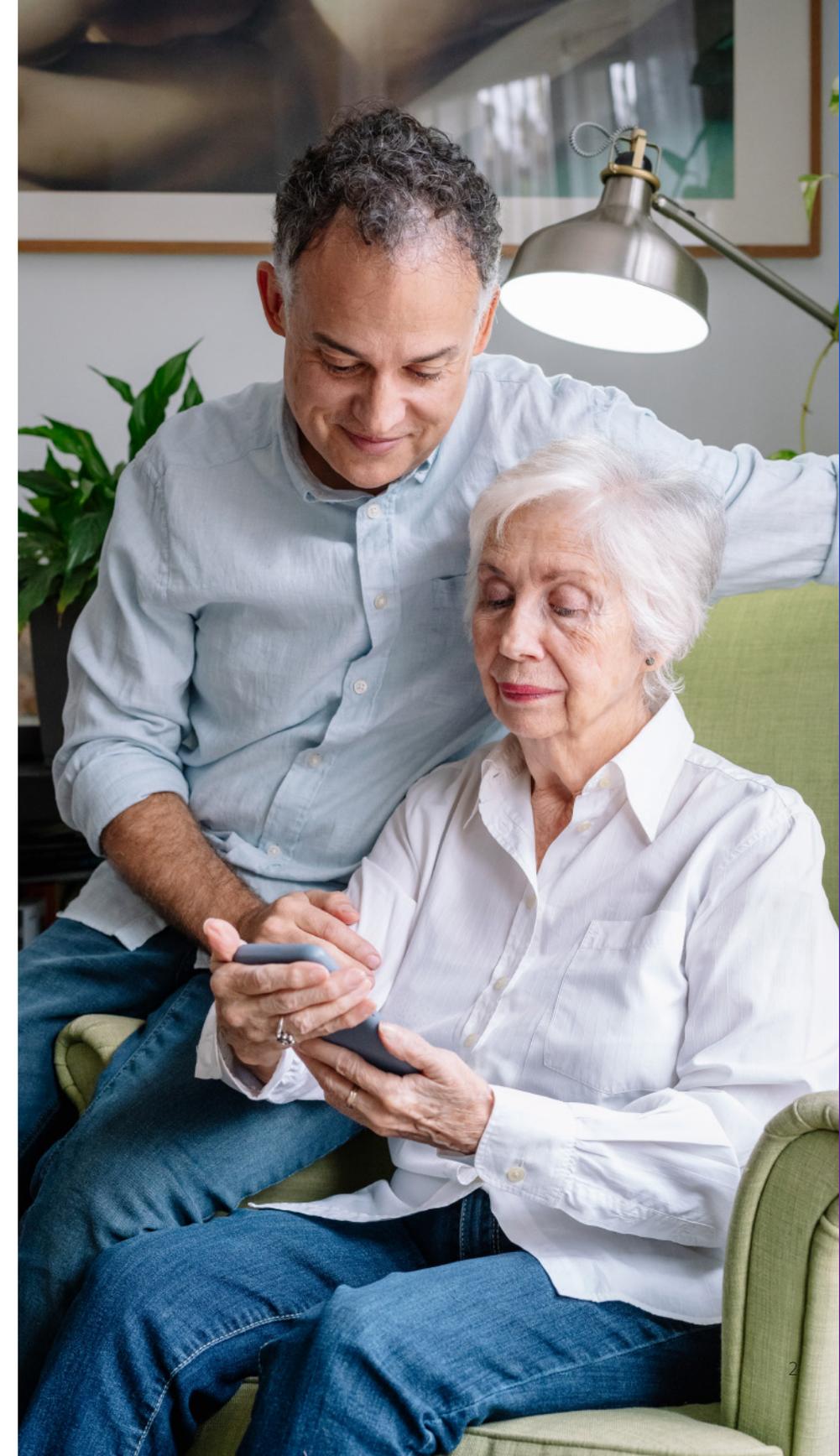
But with aging technology and disconnected data, many payors struggle to meet these expectations. That's why it's critical to use automation, AI, and the cloud to transform member engagement. Payors must create a member engagement strategy that focuses on using technology to deliver immediate cost savings and member satisfaction gains—and long-term competitive advantage.

57%

of a plan's overall Star Rating is based on member satisfaction¹

40%

potential reduction in service costs for organizations that use technology like automation to revamp the member experience²



Foundations for success

To tackle the twin challenges of reducing costs and improving member satisfaction, payors need an intelligent engagement strategy that supports several key capabilities.



Powerful solutions for simple, satisfying experiences

An AI-powered conversational IVR enables members to get fast answers and access to the right support using their own words, instead of selecting from a limited set of options or navigating complex menu trees. With an intelligent IVR, payors can reduce friction and effort for members while increasing self-service containment.



Offer effective self-service

By automating responses to common inquiries with a virtual assistant in digital channels, payors can help members quickly resolve issues themselves. And when escalation to a member service rep is needed, automated systems can pass along the full context of the conversation, decreasing average handle times (AHT) and improving the member experience.



Meet members where they are

Payors can use popular messaging channels like SMS, Facebook Messenger, Google's Business Messages, and more to engage members where they are—providing personalized experiences, and reducing the costs associated with coverage and claims questions, chronic care engagement, and wellness information.



Engage members proactively

Automatically initiating a two-way conversation with members on their preferred channel reduces the costs of missed appointments and bill collection. With proactive member engagement, payors can also minimize the need for inbound calls, reducing service rep workload and expense.



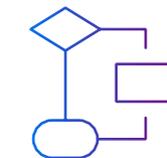
Empower reps to succeed

Equipping member service reps with AI-powered tools, insights, and guidance allows them to resolve member inquiries quickly and effectively, reducing AHT while improving their job satisfaction. And service reps who are empowered to thrive in their role are more likely to stay, reducing staff turnover and recruitment and onboarding costs.



Increase security while minimizing friction

Payors can remove the time and effort of authentication by using advanced biometric security to verify member identities in seconds based on how they sound, what they say. This gives members a streamlined experience while protecting against social engineering and account takeover attempts—and it enables service reps to focus on service, not security.



Reduce complexity now—and provide flexibility for the future

With member engagement solutions that integrate with core business systems, payors can create consistent, connected experiences across channels. And with a unified cloud platform for member engagement, payors can easily add new capabilities to meet their growth plans.

Real-world business outcomes

Organizations across industries deliver measurable value with Nuance intelligent engagement solutions.

Streamlining contact center operations

A leading US payor wanted to deliver more engaging and effective self-service experiences for members while improving operational efficiency in its contact center. Using a conversational IVR and intelligent virtual assistant, the payor achieved an 80% NPS improvement and annual contact center savings of around \$15 million—\$12 million from self-service containment and \$2.7 million from reduced agent transfers.

Simplifying the customer experience

As customer call volumes continued to rise for this major US retailer—reaching over 1.8 million calls per month—its legacy IVR struggled to keep up, causing frustration among callers. With disconnected systems for each department, customers were forced to navigate a maze of options before reaching their destination. By deploying a predictive, intelligent IVR, the retailer saw a 30% reduction in call transfers and a 10% decrease in repeat callers.

Generating enrollment and reducing costs

A leading population health management organization struggled to generate enrollment through its costly traditional engagement strategies of postal mailings and follow-up calls from care representatives. By automating outreach, appointment reminders, and support for members, the organization achieved a 700% increase in initial engagement rate and a 50-80% improvement in enrollment and appointment requests—all while improving satisfaction and lowering operational costs.

Real-world business outcomes

Our intelligent engagement and security solutions help enterprises worldwide—including 75 of the Fortune 100—deliver outstanding experiences and achieve remarkable business results.

80%

increase in NPS

50%

CSAT increase

20%

increase in agent + employee satisfaction

The Nuance difference: AI drives world-class member engagement

Nuance member engagement solutions are built on decades of contact center expertise and conversational AI leadership.

Proven intelligent engagement technology

We bring proven intelligent engagement technology to the member journey, across every channel. Our member engagement solutions use the same award-winning technology used by the greatest brands in the world. We've helped over 1,500 leading brands to achieve their reputations for stellar client service.

Our AI technology is backed by more than 31 billion customer interactions per year, which we use to continually refine our Natural Language Understanding (NLU) capabilities. Our massive repository of more than 3,000 terabytes of data enables industry-leading accuracy, with 90% NLU intent recognition and up to 60% better performance than peer solutions. This enables natural conversations with quick, accurate routing and successful self-service, ensuring higher member satisfaction and better containment rates.

AI augments human capabilities

Our solutions combine AI-powered technology with live agents to optimize the member experience. While many tasks can be automated, some situations are best handled by a live agent, so our solutions understand intent to enable intelligent transfer to a human when needed. Those conversations are more efficient and productive because service reps can view member information and interaction history. And when a member's needs would be better resolved through self-service, it's easy for reps to connect them with the right automated experience.

Core system integration

Our deep verticalization and extensive industry partnerships mean we can integrate into EHR, telephony, CRM, and financial systems to optimize IT infrastructure. In addition to easier deployment, this enables personalized, contextually relevant interactions that power successful self-service experiences.

Continuous, data-driven optimization

With our analytics and reporting solutions, payors can understand key metrics and usage trends across voice and digital channels. Using data from every interaction, we deliver actionable insights to help payors measure engagement quality, understand how members move within and between channels, and optimize experiences.

A unified cloud platform

Nuance member engagement solutions are part of the Microsoft Digital Contact Center Platform, an open, extensible, and collaborative platform for engaging members in every channel while delivering high levels of automation and innovative member and service rep experiences.



Learn more

To learn how we can help you transform member engagement, get in touch at cxexperts@nuance.com or visit nuance.com/payors.

Endnotes

- 1 Beerman, Laura. (November 2021). Will an emphasis on patient experience align Star Ratings with better quality, savings? Retrieved January 16, 2023 from <https://www.healthleadersmedia.com/payer/will-emphasis-patient-experience-align-star-ratings-better-quality-savings>
 - 2 Breuer, Ralph; Fanderl, Harald; Hedwig, Marcus; and Meuer, Marcel. (April 2020). Service industries can fuel growth by making digital customer experiences a priority. McKinsey & Company.
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About Nuance Communications, Inc.

[Nuance Communications](#) is a technology pioneer with market leadership in conversational AI and ambient intelligence. A full-service partner trusted by 77 percent of U.S. hospitals and more than 75 percent of the Fortune 100 companies worldwide, Nuance creates intuitive solutions that amplify people's ability to help others. Nuance is a Microsoft company.