



ICT Healthcare Services:

COB PROCESS IMPROVEMENT

Quick, Cost-effective Survey Solutions

ICT Healthcare Services:

Comprehensive solutions for the healthcare industry:

- Member care and satisfaction/retention
- Member enrollment, welcome and orientation
- Senior/Medicare plan support
- Disease management intervention
- Physician locator and referral services
- Licensed agent sales support
- Automated outbound alert notification and reminders
- IVR self-service and skill-based routing
- Back-office data capture, scanning and imaging
- Claims processing
- Flexible, fully integrated hosted CRM technologies

Efficiency-Driven, Cost-Saving COB Services

To optimize administrative and service delivery processes, you need time-saving, cost-reducing tools to help collect essential information from your members. This data is critical to your organization, in order to seamlessly coordinate benefits. Traditionally, sending COB mail surveys yields very low response rates and requires costly resources to update your member records.

Specialized COB Outsourcing Solutions

With over 20 years' experience in outsourced customer management services and hands-on experience supporting several of the country's largest health plans, multiple regional organizations and top pharmaceutical manufacturers, ICT Group can help.

ICT Group is a leading global provider of customer management and business process outsourcing (BPO) solutions for the healthcare industry. Our HIPAA-compliant live agent, IVR and back office services for PBMs, HMOs and other health plans are designed to keep your administrative costs in-line, improving operating efficiency and increasing member satisfaction.

Benefits of COB Outsourcing:

- Proactively poll members who might be calling to request a change in beneficiary or dispute a claim
- Capture critical secondary coverage information using an automated IVR self-service system
- Automatically update member benefits data and policyholder changes
- Preempt the need to reconcile post-claim payment with multiple providers
- Reduce the lengthy administrative process involved as a result of negotiating multiple policy benefits coverage
- Accelerate the time it takes to find out when a member turns 65, has had a change in coverage or terminates their secondary plan

COB Solutions for all Member Lifecycle Stages

Innovative, forward-thinking health plans are mapping out cost-effective, time-saving strategies for obtaining critical beneficiary eligibility and claims adjustment information for members with secondary coverage.

(Cont.)

ICT Healthcare Services: COB Process Improvement

ICT Group has developed customized COB survey solutions, which can be implemented at different stages of the member benefit lifecycle:

Point of Enrollment

ICT Group can administer a COB survey to new members, capturing critical secondary coverage information and providing additional support, as needed via an automated IVR solution. For more complex inquiries, or for members who prefer to speak with a live agent, the IVR system can be routed to a service representative for follow-up. Trained representatives can also be utilized for inbound/outbound calls in support of mailings and other member benefit queries.

Point of Claim

ICT Group's call center and IVR self-service solutions can be used to poll existing members who might be calling to request a change in beneficiary or dispute a claim. ICT Group also provides back-office BPO services, using cost-effective near-shore and offshore live agent operations in Mexico, India and the Philippines. Combined with our call center and automated IVR solutions, ICT Group can provide end-to-end COB solutions, from handling routine member calls to claims scanning and imaging, data entry and back-office processing.

Annual COB Survey Support

ICT Group can act as your full-service COB partner, coordinating all processing and fulfillment, call center, IVR self-service, alert messaging and back-office data entry/processing. For members who prefer a more traditional method of assessment, ICT Group can create, deliver and transcribe paper-based COB surveys. And, our comprehensive outsourced solutions can be leveraged to handle seasonal call volume spikes and other unanticipated changes in member care, such as open enrollment or other CMS-driven events.

COB Healthcare Alerts

ICT Group has developed an alternative, cost-effective way to handle many routine but necessary COB interactions that might currently be handled by costly live agents. When used in place of outbound calls, COB Healthcare Alerts can automatically survey members to uncover secondary insurance coverage and gather missing data to help resolve outstanding claims.

Customized COB surveys can be developed and administered via automated, interactive outbound calls, while giving members the option to switch to a live operator at any time. If the recipient is unavailable, the automated system can leave a call back number, directing the member to the same self-service COB survey assessment tool, to be completed at their convenience – optimizing efficiency and improving member satisfaction.

Hosted CRM Technology Services

Through our CRM Technology Solutions organization, ICT Group offers hosted technology services, available for use by clients at their own in-house operations without the IT/systems resources and redundant, centralized IT architecture necessary to support their single project COB process improvement initiatives.

About ICT Healthcare Services:

ICT Group is a leading global provider of customer management and related marketing, technology and business process outsourcing (BPO) solutions with 40+ operations centers and over 20,000 sales and service representatives worldwide.

Call ICT Healthcare Services today at 800-201-1085, to learn more about our comprehensive COB process improvement solutions.



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