



ICT Global Interactive: **YOUR TRUSTED HEALTHCARE PARTNER**

Automated Self-Service and Hosted IT Managed Solutions for the Life Sciences Market

Specialized Self-service Solutions for Life Sciences:

- Member enrollment, retention, welcome and orientation
- Seminar recruitment and patient/member outreach
- Clinical research services
- Appointment setting and meeting registration
- Physician locator and referral services
- Insurance plan enrollment and support
- Formulary notifications
- Senior/Medicare plan support
- Disease management intervention
- Member satisfaction surveys
- Benefit status
- Patient reminders (appointment, medication, refills, etc.)
- Account services (bill payment, collections, change of address, balance inquiries, etc.)

Understanding Your Needs

Companies in the Life Sciences market are faced with increasing pressure to streamline their operations and reduce costs, while improving patient care and customer service. Today, hundreds of independent regional and national healthcare providers, preferred provider organizations (PPOs) and health management organizations (HMOs) are all vying for the same members. In addition, more than 37 million more Americans receive their health benefits through government sponsored Medicare and Medicaid programs.

Pharmaceutical and biotechnology companies are at the cutting edge of commercial and scientific discovery. With new drugs taking as long as 15 years to develop and costing up to \$800 million in R&D, combined with the stringent regulatory environment and fast-changing pace of scientific discovery, pharmaceutical and biotech companies face an unusually difficult challenge in bringing new drugs to market. Additionally, there are significant monitoring, tracking and security concerns, including privacy compliance with HIPAA and other mandates.

In this competitive and highly regulated environment, healthcare providers need to gain market share and reduce costs while keeping their current customer base satisfied. ICT Group understands the challenges you face. We also know that now, more than ever, it is imperative for you to provide

existing and newly acquired customers with exceptional service, attention and care.

Specialized Healthcare Solutions

ICT Group has been providing specialized contact center solutions for over 20 years, supporting healthcare consumers (patients and prospective patients), providers (physicians, pharmacists, nurses and hospital staff) and industry (pharmaceutical, biotech and insurance companies).

Through our CRM Technology Solutions organization, ICT Global InteractiveSM, we provide a comprehensive suite of automated self-service solutions, including speech-enabled interactive voice response (IVR), automatic call distribution (ACD), CTI, digital call recording and monitoring, e-mail management and proactive outbound alerting via voice, text messaging and e-mail. These solutions are available on a hosted basis from our fully redundant data centers strategically located around the globe.

In addition to our automated contact center support services, ICT Group has a staff of over 20,000 specially trained healthcare and other professionals uniquely qualified to serve your member base, supported by 40+ global contact centers. Our client services and operations management personnel have significant hands-on experience, working within the healthcare, insurance and pharmaceutical industries.

Helping You Meet Even Your Most Difficult Challenges

Over the past several years, providers have invested a significant amount of time, money and resources into implementing Web portals for customer self-service – as a means to improve customer satisfaction and reduce costs. While use of home PCs is growing, only 75% of households have access to the Internet, and only 43% of those utilize broadband communication technology (Nielsen/NetRatings 2004). Not to mention, the sub-segment of consumers who are either unfamiliar with the technology or are simply without access, when outside of the home or traveling.

Conversely, 98% percent of American households have a telephone, according to the latest U.S. Census survey. A hosted solution from ICT Global Interactive provides a convenient, low-cost tool that is accessible 24 hours a day, easy to use, and requires little technical training. Furthermore, the telephone is commonplace, easy to use and available to nearly every American without additional investment, training or infrastructure.

The Right Solution

ICT Global Interactive delivers industry applications for Life Sciences, including call center automation, employee communications and patient and clinical services, providing consistent, reliable care 24 hours a day.

Over the past several years, in studies of automated self-service technology, researchers have found these solutions:

- To be highly reliable and effective;
- To enable more accurate reporting and a larger volume of reporting of sensitive or personal information, and
- To yield higher compliance rates for daily reporting.

Built on standard hardware and software platforms commonly utilized by Life Sciences IT departments, ICT's automated self-service solutions can be designed to meet the requirements

of stringent ISO 17799 and HIPAA regulations, ensuring that all sensitive caller information remains confidential. Additionally, with support for advanced voiceprint identification and authentication, ICT Global Interactive delivers the most secure form of authentication available via telephone.

These solutions are also designed for multiple languages. And, with advanced call control, the IVR system can deliver completely automated, customized solutions, or it can gather routine information and then connect callers with a live agent.

Hosted Technology Benefits

Relying on ICT Global Interactive as your automated self-service partner enables your employees to focus on their core competencies. We handle the technology. You provide consistent, high-quality customer care.

A hosted solution through ICT Global Interactive provides a cost-effective, revenue-enhancing alternative to owning and operating an extensive communications infrastructure while minimizing the risks associated with development and deployment of new services. It also cost-effectively manages spiky or seasonal call volume and IT services and reduces your total cost of ownership, eliminating the burden of coping with increasing technical complexity and rapidly changing technologies.

To learn more about our automated IVR self-service solutions and other hosted IT managed services available for the Life Sciences market, call ICT Global Interactive today at 800-201-1085.

