



Medical Call Center Strategic Development

Immediate access to health information and its providers by phone—that is what consumers and physicians are looking for in today's competitive market. The medical call center centralizes access and appropriately positions an organization and the services offered. Corporate Health Group (CHG) works within an organization's strategic and financial infrastructure to develop call center strategy and implementation plans for the future.

Each organization requires its own design. CHG has experience in working within physician-driven markets, managed care, demand management systems, community-based programs and regional programs. Whether enhancing an existing program or developing a new call center concept, CHG will support the organization in developing and implementing the model.

Assessment and Recommendation

With recommendations from the management team, CHG develops an assessment tool to clearly identify the strategic and operational considerations of the call center. Components often include:

- Current call center assessment: volume, service offerings, structure, staffing, software.
- Organizations goals and strategic direction.
- Current physician relationship structure and strategy.
- Community based service offerings.
- This assessment will include an evaluation of the materials, interviews and onsite call center observation.

CHG will provide written recommendations and meet with senior management to present key findings. The document will encompass consistency, operational efficiency, current program offerings, preparedness and focus. Management recommendations are provided for areas where improvement is recommended.

Design for Implementation

CHG works with organizations to support the implementation of a new call center model.

- Integration plans with managed care, physician services, community education, outreach and other services that support customers within the existing system.
- Streamlining the operational efficiency of the center.
- Developing a tactical process that will expand the call center's role.
- Training and using cross-selling methodologies to communicate across service lines.
- Onsite planning and development to support the internal process, communication and integration of service lines.

Once the plan is established, Corporate Health Group offers training to support the scripting and modeling of appropriate call center development and behavior. Working with the call center staff and management, the team is guided through approaches for cross-selling services, handling difficult callers, positioning value-added services and managing each caller based on their needs and the organization's offerings.

Communication Strategy

The medical call center becomes a pivotal access point for relationships with the customer base. Corporate Health Group positions a marketing communication process in a relationship model with the interactions that include web sites, center-initiated calls, mail initiatives, follow-up mail responses, appropriate medium support and a management system that tracks the client through the call center.