



# Take Customer Engagement to New Heights

A look into how two visionary healthcare companies are revolutionizing the customer experience



# Introduction

## Hi there!

Meet the fun way to learn more about Salesforce. Check out Trailhead, where Astro and friends can help you blaze your trail in amazing customer service. Get started today at [salesforce.com/trailhead](https://salesforce.com/trailhead).



Today’s healthcare customers, from patients to members, want faster, more responsive service across every channel and on any device – and they want it now. Providing omni-channel service at a cost that makes sense for the business is top of mind for any executive. So how can leaders manage this and deliver best-in-class personalized service?

In this e-book, you’ll meet two visionary companies, CareFirst BlueCross BlueShield and American Addiction Centers, who are revolutionizing their customer experience in today’s highly connected world. Each company will share tips on what they’ve established and what they’re doing to drive success with their customers. See how these organizations are taking it to the next level – from providing an effortless customer experience through contact centers, to driving agent productivity with omni-channel support. Both of these healthcare leaders are building engaging experiences to transform healthcare service.

CareFirst BlueCross BlueShield .....	p. 3
American Addiction Centers .....	p. 5

# CareFirst BlueCross BlueShield

Learn how CareFirst personalized every interaction with members to drive higher customer satisfaction.



# CareFirst BlueCross BlueShield

CareFirst is the largest healthcare insurer in the mid-Atlantic region, serving 3.2 million members. CareFirst provides health benefit services to customers in Maryland, Washington, D.C., and parts of Northern Virginia, and employs approximately 5,000 associates and contractors throughout the same regions. Succeeding in the increasingly competitive healthcare insurance industry requires an efficient and robust way of doing business that integrates all aspects of the member experience, from enrollment, to treatment, to claims adjudication. Yet CareFirst's legacy systems created challenges in accessing and delivering information necessary to keep customer service and satisfaction strong.

CareFirst built a solution with Service Cloud that was fast to deploy and easy to use. CareFirst augmented FEP Bridge, its claims adjudication system that is also used by other BlueCross BlueShield plans, by developing a state-of-the-art call center solution that uses Service Cloud to transform the member and provider experience. Building on the Salesforce platform not only empowered CareFirst to change how users interact and how quickly tasks are done, but also how quickly the solution itself is deployed.

The company accelerated implementation and completed a process that could take two years in less than one year. Using a combination of Salesforce solutions to improve its claims management, call center, and sales, CareFirst reduced its total cost of ownership.



# American Addiction Centers

American Addiction Centers put its focus on the tools and information needed to resolve contact center issues quickly, resulting in reduced support costs, higher agent productivity, and faster customer resolution.



# American Addiction Centers

American Addiction Centers (AAC) provides inpatient substance abuse treatment services for individuals with drug and alcohol addiction. With substance abuse treatment facilities across the U.S., the company focuses on delivering effective clinical care and treatment solutions. AAC aims to provide quality, as well as comprehensive, compassionate, innovative care to those who struggle with addiction.

In 2010, AAC needed a solution to replace its paper-based processes to improve productivity and consolidate its national call centers to connect patients to services faster. Using Salesforce, AAC developed placement assessments and insurance eligibility to automate its collection process. Workflow is embedded to route the information to appropriate AAC employees to best determine the level of service and appropriate facility for the patient. AAC uses multimedia to capture pictures of insurance cards that are stored on the lead record, making it easy to determine patient out-of-pocket cost. For productivity, AAC consolidated its national call centers from three to one, which improved employee efficiency and allowed the organization to increase daily admissions from 10 a day to 31 without additional full-time equivalent (FTE) employees.

**INCREASED DAILY  
ADMISSIONS**

10 A DAY

31 A DAY  
WITHOUT  
ADDITIONAL  
FTEs

# Conclusion

The customer revolution is underway in healthcare. Everyone from payers to providers are looking for ways to improve customer satisfaction and experience. Two visionary Salesforce customers – CareFirst and American Addiction Centers – rely on Service Cloud to personalize customer interactions, reduce call times, and improve first-call resolution. It's no surprise that these companies represent some of the world's leading healthcare organizations.

# Service solutions that drive agent **productivity** and **customer satisfaction**.



48% Faster case resolution time



47% Increase in agent productivity



45% Decrease in case resolution times

[LEARN MORE](#)

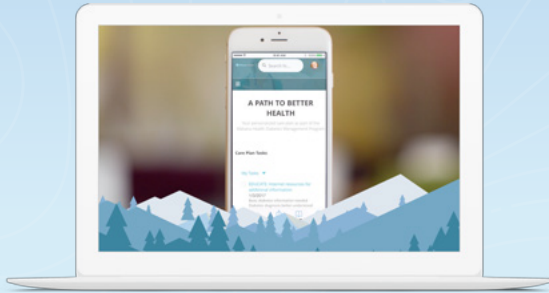


The information provided in this e-book is strictly for the convenience of our customers and is for general informational purposes only. Publication by salesforce.com does not constitute an endorsement. Salesforce.com does not warrant the accuracy or completeness of any information, text, graphics, links, or other items contained within this e-book. Salesforce.com does not guarantee you will achieve any specific results if you follow any advice in the e-book. It may be advisable for you to consult with a professional such as a lawyer, accountant, architect, business advisor, or professional engineer to get specific advice that applies to your specific situation.

© 2017 salesforce.com, inc. All rights reserved.

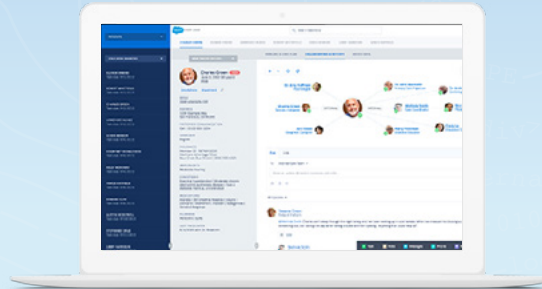


# PRODUCT DEMOS YOU MIGHT ALSO LIKE:



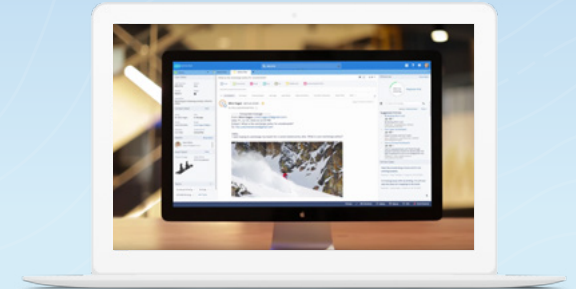
Salesforce for Member Services

WATCH NOW



Salesforce Health Cloud

WATCH NOW



Service Cloud

WATCH NOW

Visit us online to learn more about the world's #1 CRM solution, reimagined for healthcare and life sciences.

LEARN MORE

