

# HealthCare Case Study – First Health



*First Health's objective was to keep their information up to date on their 300,000+ providers*

Headquartered in Downers Grove, Illinois, First Health is a premier full-service national health benefits company that specializes in providing large payors with integrated managed care solutions. The company is the only national managed care company that serves the group health, corporate, insurance workers' compensation and state agency sectors.

In early 2002, the company wanted to find a way to update its website and provider directories information more rapidly. Their call center agents, known as provider data specialists, were responsible for contacting the network hospitals, doctors and health care professionals and verify their location, specialty and address information. As there were more than 300,000 entries in the network database, keeping the information completely up-to-date was extremely important in order to maintain top-rate customer service.

First Health selected the Liberation® 6000 system to help automate the tasks for the provider data specialists, who use the system to verify the data. TeleDirect spent time up front with First Health to analyze their particular situation and outreach needs.

The system enabled First Health to quickly mobilize and equip its agents for maximum productivity and effectiveness, by implementing a total customer campaign management approach. By automating the outbound calling process, First Health expects to increase their agents' productivity by 35%.

According to David Correia, Vice President of Provider Networks and Bill Review Systems at First Health, "Every business today is challenged to do more without adding to cost. We believe the TeleDirect technology will have a significant impact on our efficiency and help us meet our data quality goals."

Contact your TeleDirect sales representative today at 1-800-531-6440 or [sales@tdirect.com](mailto:sales@tdirect.com) to learn how Liberation 6000 can help you reach your goals. Or visit [www.tdirect.com](http://www.tdirect.com) for more information.

