

Centauri Health Solutions Makes Medicaid Enrollment a Better Experience A Digital-First Medicaid Enrollment Strategy Helps Americans Simplify Access to Healthcare



↑ +3X

growth in their digital messaging
engagement for Medicaid enrollment



Healthcare is a complex environment where health plan providers face limited resources and members are met with difficult personal challenges. We not only understand this dilemma; we specialize in solving for it.

Our digital strategy is a prime example. By making Medicaid enrollment a more convenient experience for members, we increased the likelihood of revenue for the health plan providers that serve them while giving members access to life-enhancing benefits.

LiveVox has played a crucial role in making our expansion to digital easier by providing the insight and flexibility to continuously iterate on improving the patient experience moving forward.”

— Kyle Larner

Director of Operations Technology
and Member Experience
Centauri Health Solutions, Inc



Medicaid enrollment hit an all-time high in 2021 with over 12M more Americans applying for Medicaid coverage Y-O-Y*, fueled in part by ongoing pandemic-related economic uncertainty and legislation, such as the Families First Coronavirus Response Act (FFCRA). Yet for many Americans, applying to Medicaid on their own can be a deterrent as they are faced with navigating a new process while juggling home and work life demands.



Problem

Against this backdrop, Centauri Health Solutions (“Centauri”), a leader in hospital and health plan eligibility and enrollment solutions, saw the need to make the process easier and more efficient.

To accomplish this, they expanded access to their Medicaid enrollment specialists to a digital-first platform wherein members can obtain live assistance to common and complex questions on a channel that is most convenient for their on-the-go lifestyles.

For the health plans Centauri services, this means the ability to reach members who may have not engaged over traditional in-person or voice interactions, accelerating enrollment rates.



Solution

To achieve this, Centauri leveraged LiveVox, a next-generation CCaaS platform, to expand their voice engagement to include digital messaging. The solution was launched within two weeks. Unlike other contact center technology, LiveVox’s cloud-based platform provided agents with the ability to facilitate multichannel interactions while maintaining insight into the patient’s previous conversations. In doing so, Centauri’s Medicaid specialists were able to easily engage with members over a digital channel and then seamlessly switch to a voice conversation for more complex and secure conversations.



Post-implementation, Centauri experienced a +3X growth in their digital messaging engagement for Medicaid enrollment.

LiveVox's ability to unify both channels and interaction data also provided Centauri with three additional benefits critical to improving operational efficiency and ensuring the continuous improvement of patient experience, including:



1. The ability for agents to switch from a **1-on-1** to a **many-to-one** patient engagement ratio, which allowed greater agent efficiency.



2. Greater insight into the customer experience by better understanding common questions around patient eligibility and circumstances that helped **improve the customer journey**.



3. Created a path towards **increasing automation and AI technology** for reoccurring patient inquiries, empowering self-service.

The pandemic has dramatically shifted the way members seek healthcare, with telehealth and online access to care becoming a mainstay of the American healthcare system. With this new reliance on digital comes a push for providers to become more tech-savvy and accessible to members on the communication channels they prefer. Centauri's foresight to adjust with this change has proven successful as members will always seek a more convenient way to access healthcare.

About Centauri Health Solutions:

Centauri Health Solutions provides technology and technology-enabled services to payors and providers across all healthcare programs, including Medicare, Medicaid, Commercial and Exchange. In partnership with our clients, we improve the lives and health outcomes of the members and patients we touch through compassionate outreach, sophisticated analytics, clinical data exchange capabilities, and data-driven solutions. Our solutions directly address complex problems such as uncompensated care within health systems; appropriate, risk-adjusted revenue for specialized sub-populations; and improve access to and quality of care measurement. Headquartered in Scottsdale, Ariz., Centauri Health Solutions employs 1700 dedicated associates across the country. Centauri has made the prestigious Inc. 5000 list since 2019, as well as the 2020 Deloitte Technology Fast 500™ list of the fastest-growing companies in the U.S. For more information, visit www.centaurihs.com.

About LiveVox

LiveVox (Nasdaq: LVOX) is a next generation contact center platform that powers more than 14 billion omnichannel interactions a year. By seamlessly unifying blended omnichannel communications, CRM, AI, and WEM capabilities, the Company's technology delivers exceptional agent and customer experiences, while helping to mitigate compliance risk. With 20 years of cloud experience and expertise, LiveVox's CCaaS 2.0 platform is at the forefront of cloud contact center innovation. The Company has more than 650 global employees and is headquartered in San Francisco, with offices in Atlanta; Columbus; Denver; New York City; St. Louis; Medellin, Colombia; and Bangalore, India. To stay up to date with everything LiveVox, follow us at @LiveVox or visit livevox.com.