

The Evolution of Customer Care

Advice, tips, guidance. The health care industry is chaotic and leaves many members feeling helpless and hopeless when it comes to finding the best care at the right price. Between frustrations over claims and authorizations, members need someone they can rely on to offer support and direction when it comes to understanding options and making the best decision based on their needs and their benefit plan.

Successful care starts with empathy. Elevated customer service should provide support by understanding the reason the member is calling, aim for first-call resolution, and identify a solution.

Nova's Care Navigation program provides high-touch assistance for plan participants who will have access to a care navigator for plan-related questions or concerns. Nova associates are passionate about guiding plan participants through the complexities of benefit plans and the health care system. This passion to deliver outstanding customer experiences is driven by **C.A.R.E.: Compassion, Accuracy, Respect, and Empathy.**

We remember what it is like to be unfamiliar with medical benefits, EOBs vs. an invoice, claim coding, etc. We seek to connect with plan participants by building trust. We listen to understand, not respond and we identify opportunities to educate callers offering tools and resources to help them make informed decisions. Additionally, Nova's medical management team is a critical component in controlling cost. A team of clinicians and Registered Nurses work collaboratively to holistically manage plan participants' care.



Care Navigators leverage inbound calls by making connections to:

- Find the right PCP/Specialist/Ancillary service and site of service
- Identify plan-specific resources to assist the plan and member in cost-savings
- Health improvement resources and member support
- Assist with claim inquiries both inbound and outbound including but not limited to obtaining information such as injury or coordination of benefits to ensure correct and efficient processing of the claims
- Locate/redirect to in-network providers
- Reference-based reimbursement coordination
- Offer case management resources as needed for members and providers
 - Provider interaction – document in system as task to nurse
 - Connection to Registered Nurse

Interested in learning more about the evolution of customer care? Contact Nova today!

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