



## Consumer sales and service (CSS)



Optum<sup>®</sup> CSS is a high-value provider of contact center sales, service and retention in the health care industry, servicing over 43M consumer contacts annually. We deliver differentiated customer interactions on our clients' brand promise by helping consumers navigate the complexities of health care.

### **Exceptional customer experience**

End-to-end consumer engagement model embraced by "brand ambassadors" across clients' business with a focus on data to create personalized interactions leading to strong member retention

### **Innovation and value**

Strategic consultative guidance with patent-pending programming for proactively understanding and acting upon consumers' spoken and unspoken needs

### **Reliable and secure operational delivery**

National foot print and flexible staffing strategies to optimize redundancy efforts and enable business continuity

## Consumer-centric, high-quality, innovative approach

Our contact center solutions drive a personalized approach that is specific to each member and is highly actionable. We make it cost effective to interact with members in the way they prefer, including phone, web, email and mobile, as well as microsite, mail and live chats.

Believing that each contact is a relationship-building opportunity, we provide insights on how to better serve and retain members and providers. By analyzing the data in each contact, we can develop a more effective road map to cover and satisfy consumer-driven demand. As a result, our award-winning capabilities help health plans improve and retain membership, support star ratings and create a personalized experience.

## Communicating personalized health care information to members wherever they are



### BENEFIT INFORMATION

ENGAGEMENT

DECISION SUPPORT (SHOP)

QUOTE AND ENROLLMENT (ENROLL)

### MEMBER MANAGEMENT

ONBOARDING

MEMBER SUPPORT

RETENTION

### HEALTH & WELLNESS

QUALITY IMPROVEMENT (STARS)

COACHING AND OUTREACH

## Why Optum

Our approach spans the consumer life cycle — from initial interaction with trained health care advisors, through clinical member support, to ultimate plan retention in the plan best matched to their needs.

Whether your needs are commercial, individual/family or Medicare and Medicaid, the breadth of service capabilities from Optum CSS are broad and diverse to meet all of your constituent and regulatory needs.

**Learn how Optum CSS can enhance your consumer engagement.**

**Call:** 1-800-765-6807

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**Visit:** [optum.com](http://optum.com)



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