

The background of the slide features a close-up, shallow depth-of-field photograph of several pushpins. The pushpins are arranged in a way that their shadows are cast onto the surface below them, creating a pattern of dark, oval shapes. The lighting is soft, highlighting the metallic texture of the pushpin heads and the sharp edges of the shadows.

Health Net Inc

Leveraging Speech Technology

Remus Siclovan



Health Net[®]

Agenda

- Company/Customer Profile
- The Challenge
 - Business
 - Technical
 - HIPPA Compliance
- Speech Arrives
 - Speaker Recognition/Verification
 - Pros/Cons



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Agenda

- Cost Benefit/ROI
- Speech Driven Applications
- The Next Step



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Company Profile

Managed healthcare company

Customer base approximately 5.3 individuals

Across 15 states

Programs include: Medicare, MediCal, Federal

- Call Center Locations
 - California
 - Oregon
 - Connecticut



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The Challenge

- Primary Business Drivers
 - Improving operational efficiency
 - Decrease call volumes
 - Streamlined menu navigation
 - Providing outstanding customer service
 - Access claim status information
 - Security for members and providers
 - Voice print for members



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The Challenge

- HIPPA Compliance
 - Secure Authentication
 - Multiple Claim Inquiry
 - Protect PHI



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Speech Arrives!

- Health Net Demo



- Focus Group
- Voice Print Unlock Application
- Call Monitoring – Go Live
- Customer Feedback



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Customer Satisfaction Results

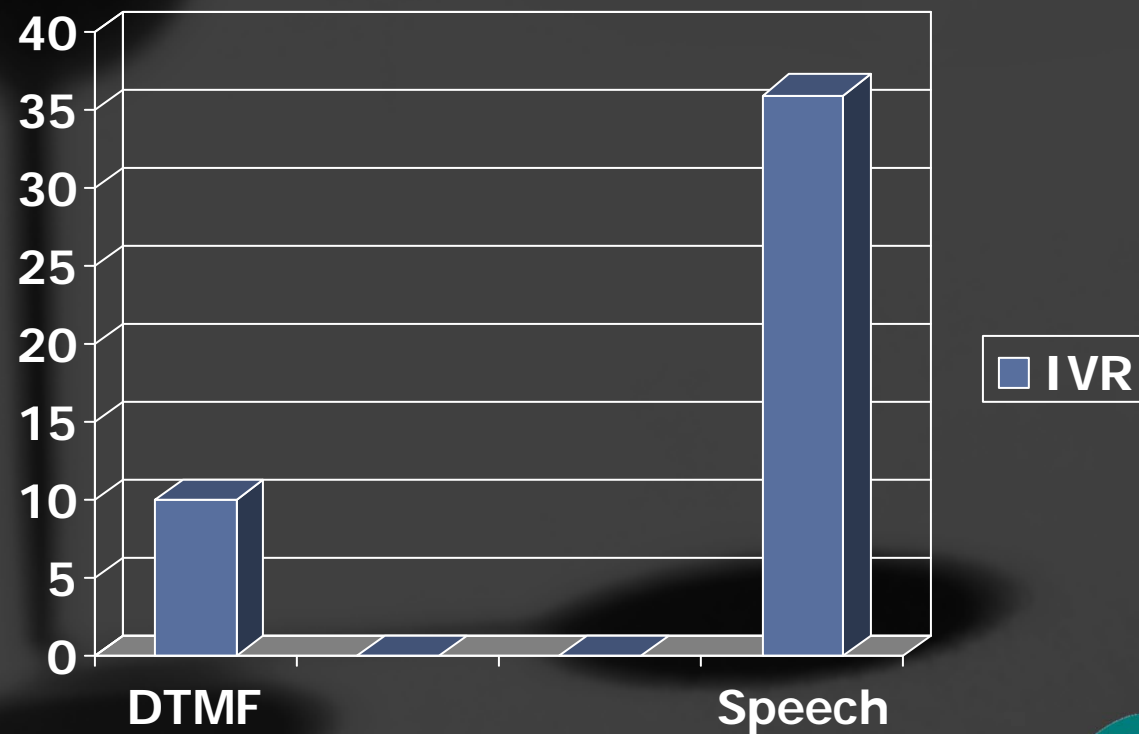
- Speech vs Touchtone – What did the customer prefer?
 - Customer Satisfaction Survey
 - Positive Results
 - Negative Results



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Heath Net Speech Applications

- Help Desk – Associate [Log In ID] Password Reset



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Cost Benefit/ROI

- Speech recognition solutions can deliver rapid return on investment across two critical dimensions.
 - Cost reduction
 - Decrease call volume to agents
 - Improved customer service
 - Increased IVR utilization



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ROI

- ROI analysis for member services IVR DTMF vs Speech

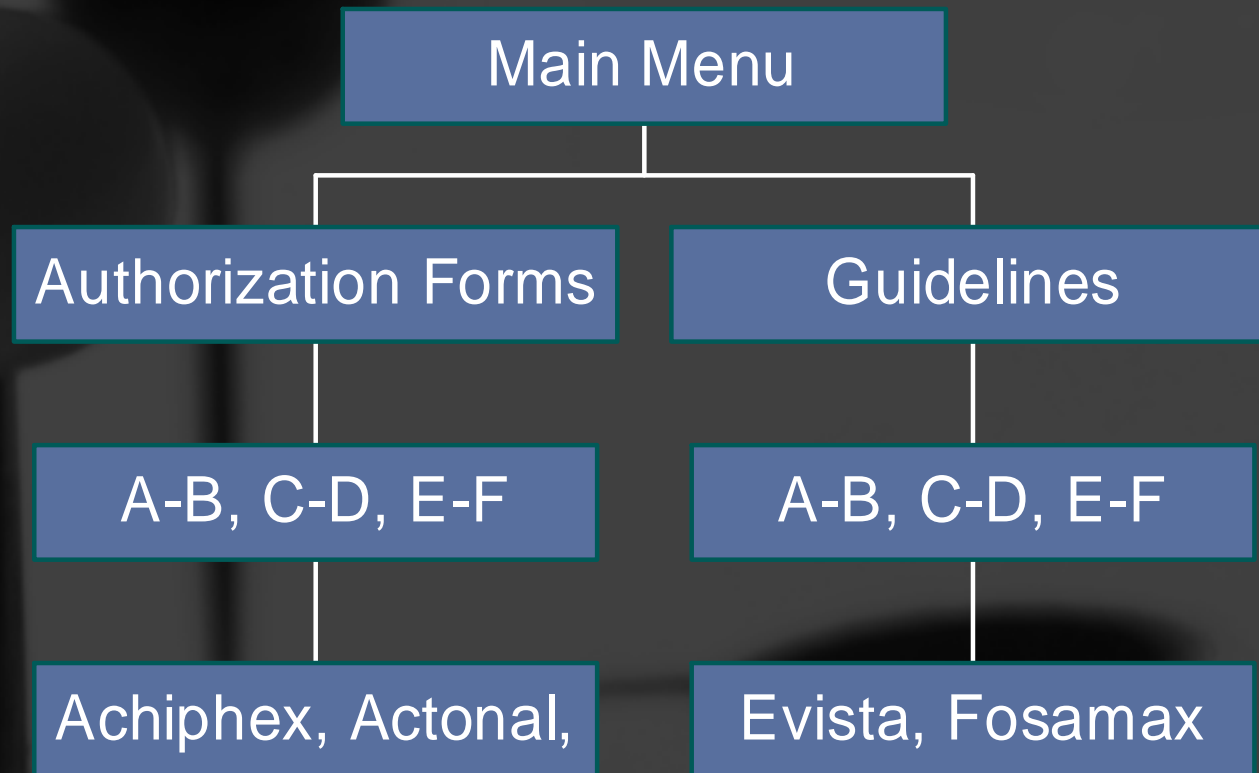
Application	% Automated Touch Tone	% Automated Speech	Yearly Cost Savings with Speech	Payback Period
Annual Call Volume	7%	24%	\$515,000 to \$740,000	13 months
Claims Application	0%	60%	\$412,000 to \$500,000	14 months



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Speech Driven Applications

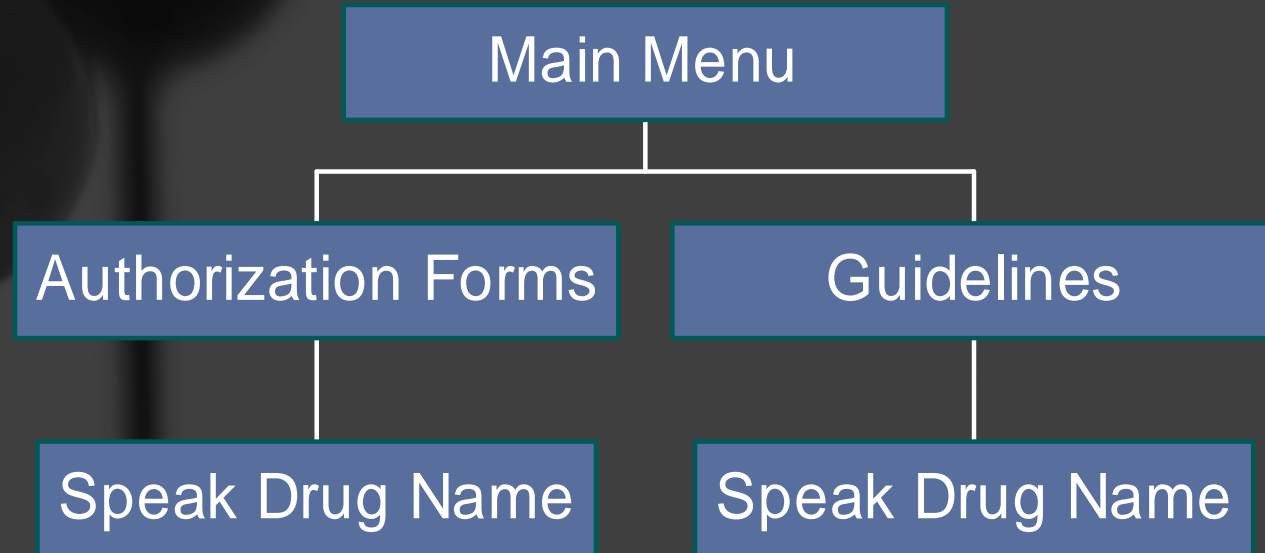
- Pharmacy Fax Back Application - Touch Tone



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Speech Driven Applications

- Pharmacy Fax Back Application - Speech



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The Next Step

- Membership Payment Application
 - Speech enabled check payment
 - Speech enabled credit card payment
- Medical Benefits
 - Target level navigation
 - Efficient inquiry



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