IT'S TIME TO CHANGE: WAYS TO USE TECHNOLOGY TO EDUCATE MEDICARE BENEFICIARIES

July 22, 2020
GeorgiaCares SHIP

Objectives

▪ Call center
  ▪ Challenges
  ▪ Solutions

▪ Using social media
  ▪ Eventbrite
  ▪ Facebook
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- Georgia Dep’t of Human Service, Division of Aging Services (DAS) administers SHIP and MIPPA
- Contract with 4 Area Agencies on Aging (AAAs) and 3 nonprofit organizations
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- Challenges
  - Quality of service
  - Hours of operation
  - Staff turnover

- Solution
  - Centralize the calls
  - Establish call center
  - Training
  - Webinars
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- Platform28
  - Cloud contact center
  - Hired and trained staff
  - Platform28 training
  - Equipment
    - Laptop
    - Wireless and wired headsets
  - Call center script
  - Medicare educational materials
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GeorgiaCares Medicare Counseling Center (GMCC) Call Script

Good Morning or Good Afternoon,

Read: You have reached GeorgiaCares, the State Health Insurance Assistance Program. My name is “say your first name”, please spell your First and Last Name?

Action: Record the caller’s First and Last name (verify that you spelled the name correctly)

Read: Mr. or Ms. Last name, the phone number that displays is “read the phone number”, is this the best phone number to reach you in case we get disconnected?

Read: Before we get started, let’s gather a few pieces of information.

Read: Is this Medicare call for you or someone else?

Action: If the call is about someone other than the caller, ask for the beneficiaries’ First and Last name.

Read: What is your email address?

Read: Do you want to receive our e-newsletter? If Yes, put the word News in the Notes Section of the BCF.

Read: What is your zip code and county?

Read: How did you hear about the State Health Insurance Assistance Program? Read the options.

☐ CMS Outreach ☐ Previous Contact ☐ SHIP TA Center ☐ Other
☐ Congressional Office ☐ SHIP Mailings ☐ SSA ☐ Not Collected
☐ Friend or Relative ☐ SHIP Media ☐ State Medicaid Agency
☐ Health/Drug Plan ☐ SHIP Presentation ☐ 1-800 Medicare
☐ Partner Agency ☐ State SHIP Website
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Post Call Survey

- Question One
  How well did our representative address the reason for your call? Please press a number from 1 to 5, with 1 being poor, and 5 being excellent.

- Question Two
  Was our representative professional? Please press a number from 1 to 5, with 1 being poor, and 5 being excellent.
GeorgiaCares SHIP

The only enterprise contact center platform architected for the cloud from the ground up.

Massively scaleable. Always available. Where security is never a concern.

Request A Demo
# GeorgiaCares SHIP

## Real-time Agent Status

<table>
<thead>
<tr>
<th>Agent</th>
<th>State</th>
<th>From</th>
<th>Queue</th>
<th>Elapsed Time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Interaction</td>
<td>OB</td>
<td>Coastal</td>
<td>00:09:58</td>
</tr>
<tr>
<td></td>
<td>Interaction</td>
<td></td>
<td>ARC</td>
<td>00:02:31</td>
</tr>
<tr>
<td></td>
<td>Interaction</td>
<td></td>
<td>Coastal</td>
<td>00:43:57</td>
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<tr>
<td></td>
<td>Interaction</td>
<td></td>
<td></td>
<td>01:25:22</td>
</tr>
<tr>
<td></td>
<td>Logged-In/Inbound</td>
<td></td>
<td></td>
<td>00:09:22</td>
</tr>
</tbody>
</table>

## Calls and Wait Quadrant Layout

- **# of calls in queue**
  - 0 calls
  - 0 calls
# GeorgiaCares SHIP

## Real-time Agent Status

<table>
<thead>
<tr>
<th>Agent</th>
<th>State</th>
<th>From</th>
<th>Queue</th>
<th>Elapsed Time</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Interaction</td>
<td>OB</td>
<td>Coastal</td>
<td>00:25:09</td>
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<tr>
<td></td>
<td>Interaction</td>
<td></td>
<td>ARC</td>
<td>00:10:56</td>
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<tr>
<td></td>
<td>Not Ready (Lunch)</td>
<td></td>
<td></td>
<td>00:07:23</td>
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<tr>
<td></td>
<td>Not Ready (Logged In)</td>
<td></td>
<td></td>
<td>01:40:33</td>
</tr>
<tr>
<td></td>
<td>Logged-In/Inbound</td>
<td></td>
<td></td>
<td>00:24:33</td>
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</tbody>
</table>

## Calls and Wait Quadrant Layout

- # of calls in queue: 0 calls
- # of calls in queue: 0 calls
### GeorgiaCares SHIP

#### Agent Real Time Summary

<table>
<thead>
<tr>
<th>Agent Name</th>
<th>Avg Handle Time</th>
<th>Shortest Handle Time</th>
<th>Longest Handle Time</th>
<th>Total Handle Time</th>
<th>Serviced</th>
<th>Fastest Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>00:18:65</td>
<td>00:02:14</td>
<td>01:01:14</td>
<td>03:29:03</td>
<td>12</td>
<td>00:00:05</td>
</tr>
<tr>
<td></td>
<td>00:12:43</td>
<td>00:02:30</td>
<td>00:18:27</td>
<td>01:03:39</td>
<td>5</td>
<td>00:00:04</td>
</tr>
<tr>
<td></td>
<td>00:10:06</td>
<td>00:02:51</td>
<td>00:34:56</td>
<td>01:54:12</td>
<td>7</td>
<td>00:00:15</td>
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<tr>
<td></td>
<td>00:01:45</td>
<td>00:01:28</td>
<td>00:02:11</td>
<td>00:05:35</td>
<td>3</td>
<td>00:00:03</td>
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<tr>
<td></td>
<td>00:12:07</td>
<td>00:00:40</td>
<td>00:30:27</td>
<td>01:38:15</td>
<td>9</td>
<td>00:00:02</td>
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<tr>
<td></td>
<td>00:22:42</td>
<td>00:05:28</td>
<td>00:42:03</td>
<td>02:16:17</td>
<td>6</td>
<td>00:00:10</td>
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<td>Queue</td>
<td>Interactions</td>
<td>Abandoned</td>
<td>Max Wait before Abandonment</td>
<td>Shortest Wrapup Time</td>
<td>Longest Wrapup Time</td>
<td>Serviced</td>
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<tr>
<td>------------------</td>
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<td>---------------------</td>
<td>---------------------</td>
<td>----------</td>
</tr>
<tr>
<td>ARC</td>
<td>26</td>
<td>0</td>
<td>00:00:00</td>
<td>00:00:51</td>
<td>00:02:00</td>
<td>26</td>
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<td>Coastal</td>
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<td>00:00:08</td>
<td>00:00:45</td>
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<td>00:00:00</td>
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<td>Heart of Georgia</td>
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<td>00:00:00</td>
<td>00:00:40</td>
<td>00:00:45</td>
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<td>Legacy Link</td>
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<td>00:00:00</td>
<td>00:00:22</td>
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<tr>
<td>Lower Chattahoochee</td>
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<td>00:00:00</td>
<td>00:00:45</td>
<td>00:00:45</td>
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<tr>
<td>Middle</td>
<td>3</td>
<td>0</td>
<td>00:00:00</td>
<td>00:00:44</td>
<td>00:00:45</td>
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<td>Northeast Georgia</td>
<td>2</td>
<td>0</td>
<td>00:00:00</td>
<td>00:00:05</td>
<td>00:00:45</td>
<td>2</td>
</tr>
<tr>
<td>Northwest Georgia</td>
<td>4</td>
<td>0</td>
<td>00:00:00</td>
<td>00:00:40</td>
<td>00:00:45</td>
<td>4</td>
</tr>
<tr>
<td>Southern</td>
<td>3</td>
<td>0</td>
<td>00:00:00</td>
<td>00:00:16</td>
<td>00:00:45</td>
<td>3</td>
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<tr>
<td>SOWEGA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Three Rivers</td>
<td>4</td>
<td>0</td>
<td>00:00:00</td>
<td>00:00:44</td>
<td>00:00:45</td>
<td>4</td>
</tr>
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</table>
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### Monitor Agents

Waiting for any monitored agent to receive a call...

<table>
<thead>
<tr>
<th>Status</th>
<th>Name</th>
<th>Dur.</th>
<th>Last call ended</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logged In (Inbound)</td>
<td></td>
<td>00:17:12</td>
<td>Today at 04:13 PM</td>
</tr>
<tr>
<td>Logged in Today at 07:51 AM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Handling Interaction</td>
<td>ARC</td>
<td>00:13:16</td>
<td></td>
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<tr>
<td>SID:55092387_134198059@67.231.8.75</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>End of Day</td>
<td></td>
<td>00:00:11</td>
<td>Today at 04:12 PM</td>
</tr>
<tr>
<td>Logged in Today at 07:39 AM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logged In (Inbound)</td>
<td></td>
<td>00:10:42</td>
<td>Today at 04:02 PM</td>
</tr>
<tr>
<td>Logged in Today at 02:59 PM</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Handling Interaction</td>
<td>Northwest Georgia</td>
<td>00:43:22</td>
<td></td>
</tr>
<tr>
<td>SID:88376214_45195153@67.231.12.12</td>
<td></td>
<td></td>
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GeorgiaCares SHIP

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agent Name:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Call Date:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Call Start Time:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caller's First and Last Name:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 Opening</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>2 Identification</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>3 Exploring the Issue</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>4 Offering Solution and Information</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>5 Resolving the Issue</td>
<td>20%</td>
<td></td>
</tr>
<tr>
<td>6 Check in with the Customer</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>7 Close</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>8 Wrap Up</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Total Score:</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>
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Division of Aging Services

- 1-866-552-4464 (Option 4)
- Monday - Friday
- 8am – 5pm
- Reports
  - Agent Productivity
  - Agent Performance
  - Queue Volume
  - More reports
GeorgiaCares SHIP

Join us for a two part introduction into Medicare.

About this Event

Whether you are turning 65 soon or transitioning to Medicare, join us to learn about Parts A, B, C and D to help you make an informed decision about your health and drug coverage. The GeorgiaCares State Health Insurance Assistance Program (SHIP) will teach you about Medicare.

Location
Online
Online Event
Macon, GA 31210
View Map
GeorgiaCares Free Medicare Webinar with COVID-19 Updates.

About this Event

Whether you're new to Medicare or you need a refresher, join us to learn about Parts A, B, C and D to help you make an informed decision about your health and drug coverage. The GeorgiaCares State Health Insurance Program (SHIP) is here to help you navigate these options.
GeorgiaCares SHIP

Free Medicare Webinar. Answers to your Medicare questions!

Georgia’s State Health Insurance Assistance Program (SHIP)
Saturday, August 15, 2020 from 9:00 AM to 10:00 AM (EDT)
Atlanta, Georgia

Available Dates: Saturday, August 15, 2020 from 9:00 AM to 10:00 AM

Ticket Information

<table>
<thead>
<tr>
<th>TYPE</th>
<th>END</th>
<th>QUANTITY</th>
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<tbody>
<tr>
<td>GeorgiaCares SHIP Medicare</td>
<td>Aug 13, 2020</td>
<td>Free</td>
</tr>
</tbody>
</table>

Register

When & Where

Online Webinar
Atlanta, Georgia 30303
Saturday, August 15, 2020 from 9:00 AM to 10:00 AM (EDT)

Add to my calendar
GeorgiaCares SHIP
Hello «Attendee»,
You are invited to the following event:
FREE MEDICARE WEBINAR. ANSWERS TO YOUR MEDICARE QUESTIONS!

Event to be held at the following time, date, and location:
Saturday, July 18, 2020 from 9:00 AM to 10:00 AM (EDT)
Online Webinar
Atlanta, Georgia 30303
GeorgiaCares SHIP

Attend Event

Whether you're new to Medicare or you need a refresher, join us to learn about Parts A, B, C and D. The GeorgiaCares State Health Insurance Assistance Program (SHIP) can teach you about Medicare enrollment options, coverage changes, out-of-pocket costs, Medicare Supplement (Medigap) policies and new changes to Medicare due to COVID-19. Learn how to make informed decisions about your health and drug coverage.

Contact GeorgiaCares at 1-866-552-4464 Option 4, Monday - Friday 8:00am to 5:00pm to speak to a certified Medicare counselor. A valid email address and your county of residence is required to receive the presentation link. Open to residents of Georgia.

Sign up for the GeorgiaCares newsletter and follow us on Facebook. GeorgiaCares Newsletter and Facebook

<table>
<thead>
<tr>
<th>2020 Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 18, 2020</td>
</tr>
<tr>
<td>Feb 15, 2020</td>
</tr>
<tr>
<td>Mar 21, 2020</td>
</tr>
<tr>
<td>April 18, 2020</td>
</tr>
<tr>
<td>May 16, 2020</td>
</tr>
<tr>
<td>June 20, 2020</td>
</tr>
</tbody>
</table>
GeorgiaCares SHIP

Share this event on Facebook and Twitter.
We hope you can make it!
Cheers,
Georgia’s State Health Insurance Assistance Program (SHIP)

Send a test invitation to:
georgiacares@dhs.ga.gov

Who should come?

+ Add Guests
GeorgiaCares SHIP

When do you want to send it?

- Immediately!
- Select Date: 07/08/2020 at 00:00 AM
- Days Hours -- Before my event

Send Now  Save As Draft  Cancel
GeorgiaCares SHIP

Event Dashboard

- Started!
  Your event has started and tickets are on sale.

- Public Edit
  Your event is listed and searchable.

Page views
Last 30 days: 158

Page views
3,938

2020/07/01

Page Views
GeorgiaCares SHIP

Analytics

Traffic ✔️ All time ✔️

Eventbrite only retains traffic data for 16 months.

Related To
18 Events

Group By
None

Page Views ✔️

Total Daily

Graph showing page views over time.
Connect your Facebook account

Your events and tickets will be published on your selected Facebook page, never your personal profile.

I agree not to send email marketing to attendees who purchase a ticket through Facebook, unless I already had the attendee's email in my database.

Connect to Facebook
GeorgiaCares SHIP

Have questions about Medicare? Join our
Medicare Webinars
Saturdays
9 a.m. - 10 a.m.

GeorgiaCares Program
@GeorgiaCares - Health & Wellness Website
GeorgiaCares SHIP
GeorgiaCares SHIP

Losing a loved one due to COVID-19 can be heartbreaking. You may not be able to be with them during their last moments and be left with feelings of guilty that they were alone, or you were unable to give them that last hug or kiss. Each person handles grief differently, but it is important not to isolate your friends and other family members currently. Some recommended steps to assist in coping with grief during social distancing.

• Create a virtual memory book, blog or webpa... See More
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Contact Information

Christine Williams, GeorgiaCares Team Lead
Christine.Williams@dhs.ga.gov
Georgia Division of Aging Services
1-866-552-4464 (Option 4)