Leveraging Speech Technology In HealthCare

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Agenda

- Healthcare Environment
- The Healthcare Challenge
  - Business
  - Technical
- Discovery
  - DTMF VS Speech
  - Design
  - Proof of Concept/Prototype
Agenda

- Speech Driven Applications
  - Multiple Claim Status Inquiries
  - Benefit Inquiries
  - Pharmacy Fax Back Applications
Healthcare Environment

Managed Healthcare Company

- Servicing Members
  - Multiple Languages
- Servicing Provider Networks & Medical Groups
- Supporting Multiple Product Line
  - HMO/Medicare
  - PPO
  - SHP
- Competition
Healthcare Environment

Primary Business Drivers

- Improving Operational Efficiency
  - Decrease Call Volumes
  - Streamlined Menu Navigation
- Providing Outstanding Customer Service
  - First Call Resolution
- Security for Members and Providers
  - Secure Authentication
The Healthcare Challenge

Technical

- On Premise versus Hosted Solutions
- Determining Factors
- Application Complexity
- Support and Development Resources
- Leverage Growth
Discovery

- User Interface Design
  - Menu/Call Flows
  - Prompting
- Proof of Concept/Prototype
- Focus Groups
- Speech Driven Applications
Speech in Healthcare

- Speech Driven Applications
  - Multiple Claim Status Inquiries
  - Benefit Inquiries
  - Authorization/Guideline Fax Applications
  - Customer Satisfaction Surveys
Speech in Healthcare

- Multiple Claims Status Inquiries
  - Benefit Providers
  - Date of Service Look Up
  - Multiple Member Look Up
  - Claims Status Fax Back Option
## Benefit Inquiries

<table>
<thead>
<tr>
<th>Service</th>
<th>HMO Select</th>
<th>PPO</th>
<th>ONN</th>
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<tbody>
<tr>
<td>Visit to Physician</td>
<td>$10</td>
<td>$10</td>
<td>$10</td>
</tr>
<tr>
<td>Specialist Consult</td>
<td>$15</td>
<td>$15</td>
<td>$15</td>
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<tr>
<td>X-Ray</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
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<tr>
<td>Laboratory</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Allergy Testing</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
</tbody>
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Speech Driven Applications

- Pharmacy Fax Back Application - Touch Tone

Main Menu

Authorization Forms
  - A-B, C-D, E-F
    - Achiphex, Actonal,

Guidelines
  - A-B, C-D, E-F
    - Evista, Fosamax
Speech Driven Applications

- Pharmacy Fax Back Application - Speech

Main Menu

Authorization Forms
- Speak Drug Name

Guidelines
- Speak Drug Name