Order Status and Confirmation

Today, pharmacy benefit providers are turning to PAR3's order status notification solution to help lower member services costs, while increasing customer satisfaction. The automated solution proactively contacts customers with a personalized message about their order, ultimately reducing the number of routine inbound "where's my order?" calls. Customers can also interact with the notifications, verifying they received the order or paying the co-pay amount due directly within the notification.

By automating the order status notification process, companies not only reduce inbound contact center call volumes, but they also reduce the costs associated with damaged prescriptions, as well as the costs associated with returns, reordering procedures, re-shipping costs and claims. The proactive service also helps the company differentiate its services to Managed Care Organizations through improved member services.

As an example, PAR3's solution has proven highly effective in reducing the costs associated with delivering specialty pharmaceutical products. One large benefits provider uses PAR3's notification solution to contact consumers hours prior to delivering a temperature-sensitive biotechnology prescription, informing customers the package needs to be attended to immediately. They also use the notifications to interact with customers about other related benefit policies and recommendations.

How It Works

PAR3 hosts your outbound communications applications and sends your customers highly personalized, interactive, account-specific messages via telephone, Internet or wireless device – all with minimal impact on your IT resources.

Automated phone notifications blend high quality voice recordings and unique customer data, such as an order number or a delivery date. Directly from the call your customers can:

- Use the keypad to interact
- Speak an open-ended answer to a question
- Transfer to a pharmacist or technician
- Pay via check, credit or debit card
- Forward the message to another phone number

Since notifications are created in real time, business rules can dynamically change the notification message "on the fly" based on customer segment, customer responses, delivery dates or times.

As a fully integrated solution, PAR3 collects customers' responses and updates your systems with the call and interaction results, providing immediate insight into the effectiveness of your campaign.

Results

PAR3's automated and personalized status and confirmation application:

- **Reduces inbound calls, lowers costs.** One provider eliminated a significant number of costly inbound calls by using PAR3 to proactively provide the order status.

- **Improves service.** Because agents no longer have to make the routine outbound calls, service levels increased. The burden on pharmacists and technicians was eased and as a result, they were able to assist members with more urgent needs.

- **Increases member satisfaction.** One provider using PAR3's notification solution received rave reviews from its customers who had received the friendly, personalized status notifications.

- **Reduces claim costs.** Providers report the costs of temperature-sensitive injectable prescription claims are above average due to reorders/replacements from damaged products — simply because the customer was unaware of the delivery status. Using PAR3 notifications to inform the customer of the delivery date and time can help greatly reduce replacement and service costs.

- **Optimizes member benefits.** With substantial saving in generic vs. branded drugs, notifying customers of the availability of such drugs can differentiate your service offering, while generating higher profit margins.

- **Generates bottom line ROI.** Providers deploying PAR3's notification solution can realize a high return on investment from reduced member services and claims costs.

Platform Features

Contact center integration: PAR3's platform fully integrates with contact center systems. For applications that require an inbound transfer option, a phone number can be passed that triggers a screen pop on an agent's desktop.

Notification retrieval: Unlike agent/dialer solutions, PAR3 can leave a personalized message on an answering machine complete with a toll-free number and PIN. When convenient, the responsible party can call in and retrieve all the information with response options enabled.

Right party contact verification: As an option, PAR3 can verify the identity of the person who is called.

Scalable, configurable calling hours: With PAR3, you can schedule calls to be sent at optimal times to reach your customers; there are no volume constraints as there are with agents.

Pacing or "throttling" outbound call volumes: PAR3 can ensure inbound call service levels remain high by setting business rules for the volume/timing of outbound calls based on current inbound call activity.

Customized, dynamic content: Business rules can dynamically change the responses included in the message "on the fly" based on customer segment or customer responses.

Real-time reports: High level and detailed reports about your campaign are accessible via a web interface. This real-time data allows you to quickly fine-tune your application to maximize performance. The reports can also be downloaded in tab-delimited format for further analysis.

Hosted, managed service: You pay only based on the number of customers contacted each month. There are no maintenance fees. No capital expense.

Professional Services support: PAR3's contact center and application experts can manage the deployment and applications if you wish. Typical deployments are six weeks or less, and every effort is made to minimize your IT resources.

Language: English and Spanish are fully supported.

Notification Example: Automated Order Status

*"This is PaladinCare, your provider of home delivery pharmacy services. We received your prescription order on <**Date**>.*

*The order was shipped to you via express delivery in a temperature controlled package. It should arrive by <**Date**> at <**Time**>. Once it arrives, please open it and read all packaging and storage information inside.*

If you will not be home to receive the package or other arrangements can't be made, press 2.

To repeat this message, press 3. Thank you."

* **<>** indicates dynamic, customer-specific data

Additional Applications

In addition to status and confirmation notification applications, PAR3's interactive platform is also ideal for other timely customer communications, including:

- **Reminder notification.** Remind members to refill their prescriptions and/or remind them that their prescription is ready for pickup.

- **Missing order information.** Eliminate a costly and unnecessary agent outbound call by notifying customers that the order is missing important information. Provide options for customers to submit the information you need directly within the notification.

- **Utilization review.** Offer alternative therapeutic products and/or recommend different options to members.

- **Customer satisfaction survey.** Measure your member satisfaction on claims processing, pharmacist performance and overall quality of service.

- **Collections and revenue recovery.** Improve overall cash flow and accounts receivable management with PAR3's proven collections and revenue recovery solution.