

Success Story

Managed Care Organizations



How GiftCard Partners' strategic solutions helped streamline health incentives for a managed care organization operating in the Medicare and Medicaid sector.

THE PROBLEM

GiftCard Partners was approached by a non-profit organization coordinating long term and managed medical care in New York City for over four decades. This managed care organization offers the community low to no cost Medicare and Medicaid health plans.

To increase the health and well-being of their community, the team at the managed care organization created a system to incentivize their members to take control of their own preventative care. They began offering CVS Select® gift cards as a reward for completion of various healthcare metrics including breast cancer screenings, hearing checks, dental visits, and vaccinations.

A project of this size found itself riddled with inefficiencies. The team at the managed care organization was bulk ordering the gift cards directly from the CVS Pharmacy gift card program. Upon receipt of the bulk order, team members would take each individual gift card and tape to a printed-out letter that would then be sent via US Mail. On top of the valuable time during the workday that was lost due to the envelope stuffing process, members were also becoming discouraged. The turnaround time between healthcare screening and receiving the gift card was clocking in at around six weeks. Due to office closures, processing time was further impacted during the COVID-19 pandemic, and this was a time when maintaining preventative healthcare was of the utmost importance.

The manual process also led to a lag in customer service inquiries. If a member called to inquire about their gift card, it was a nightmare for the team to track which card was shipped and when it was sent.



AT A GLANCE

PROBLEMS

- Manual fulfillment process
- Delayed processing time
- Customer service frustration
- Member complaints

SOLUTIONS

- Engage2Reward™ ordering platform
- CVS Select® gift card

RESULTS

- Streamlined fulfillment process
- Processing time cut in half
- Customer service tools
- Member satisfaction increased

GIFT CARD BENEFITS

STREAMLINED FULFILLMENT PROCESS

The team at the managed care organization used to spend their time taping cards to letters and stuffing into envelopes. Now they upload a file into the ordering portal and click a button. Removing the manual aspect of the process also lessens the risk for error.

PROCESSING TIME CUT IN HALF

Processing time between a member completing a healthy behavior and receiving their gift card used to take six weeks with the manual process. Since the team switched to the Engage2Reward™ gift card ordering portal, they have decreased this window to three weeks with the aim to hit two weeks in the foreseeable future.

CUSTOMER SERVICE TOOLS

The managed care organization has access to the self-service options available on the Engage2Reward™ gift card ordering portal. The customer service team now has tools at their fingertips that can be used to assist with member inquiries. Since they utilize the CVS Select® gift card, they also have access to the card shipped date along with gift card numbers and current balances.

MEMBER SATISFACTION INCREASED

The decrease in processing time partnered with the increase in the efficiency of the customer service team has led to a decrease in member complaints.