

Case Study Personal History Collections

How a leading carrier used ExamOne's personal history collections to improve consumer engagement

OVERVIEW

Our traditional call center model has evolved into an innovative, multi-channeled answer to clients' data needs.

From gathering an individual's historical information over the phone, online, or in-person to delivering the data into underwriting workflows, ExamOne is here to help our clients.

THE ASK

In 2021, our client partners were challenged with an internal audit to find process improvements and efficiencies. They wanted to find options that would encourage engagement with their clients, improve turnaround time, and reduce costs.

The client approached ExamOne with a request to look at alternate ways to effectively gather detailed health and lifestyle information needed to assess the risk of the proposed insured.



“ Online interviews offered by ExamOne allow consumers to complete their medical and lifestyle questions in a manner most convenient and comfortable for them. This allows insurers to quickly gather the necessary information to assess an applicant's risk. ”

– Yona Wright, ExamOne Business Development Specialist

Find out how consumer choice helped improve engagement

APPROACH

Our team recommended a multifaceted approach to the personal history collection process and offered 2 new collection methods.

Teleinterviews

Continue to leverage the traditional collection method through ExamOne's state-of-the-art call center.

Paperless paramed (New)

We introduced a new collection method by replacing the paper paramed Part II order request with an online questionnaire.

Online Interviews (New)

Our online platform allows consumers to log on to a secure website to complete their personal history questionnaire.

Consumer-friendly

Consumers may transition between the online and call center methods seamlessly.

RESULTS



30%

improvement in
turnaround time.



16%

more applicants
choose on-site exams.
(Quest PSC or ExamOne office)



15-minute

exam encounter time.



100%

improvement in
data quality.



51%

increase in
completion rates.
(online eligible orders)

CONCLUSION

In the end, the client made significant improvements to its business strategy. Giving the carrier diverse collection methods enhanced overall performance. Choice was also crucial; giving applicants the ability to choose a method and self-report their personal history information improved consumer experience.

Results based on ExamOne reporting

Contact your ExamOne representative to find out more.

ExamOne, Quest, Quest Diagnostics, the associated logos, and all associated Quest Diagnostics registered or unregistered trademarks are the property of Quest Diagnostics. All third-party marks—® and ™—are the property of their respective owners. ©2023 Quest Diagnostics Incorporated. All rights reserved.



A Quest Diagnostics Company