



Telephone Town Hall Meeting (TTHM)

MEDICARE ADVANTAGE HEALTH PLAN OUTREACH

- ° Direct-Dial Phone Forums
- ° Branded Peer-to-Peer Texting

MA Teletownhall Participation Averages

Teletownhall forums reach and engage a better share of target members than other member outreach mediums. There are no tech barriers; members simply answer the phone to join the forum.

Call new members, all members, or subsets who are experiencing changes. We hold forums for new member on-boarding, AEP updates, plan/benefit reviews, focused support and to encourage outcomes.

Participation rates vary depending on the purpose, timing and promotion of the event. TTHM can help you plan a successful large-scale virtual forum.

26,392
OUTBOUND
DIALS

10.79%
ACCEPTED OF
DIALED

40.11%
ACCEPTED
LISTEN 5+ MIN

13.26
AVG LISTEN
MINUTES

65
SUBMITTED
QUESTIONS

158
TRANSFERRED
TO SUPPORT

Teletownhall Forum Production Process

CONNECT

Dial out to an audience targeted by plan or by grouping similar plans. Offer Spanish, Korean or Vietnamese Simulcasts.

INFORM

Provide key information and updates to get members up to speed early in the live forum.

FOCUS

Answer audience questions to ensure complete understanding and access.

IN-EVENT ENGAGEMENT

TTHM runs polls, collects data and tags members for Followup based on client created protocols.

SUPPORT OPTIONS

TTHM operators can triage simple issues. Provide optional transfers to member support or scheduling teams as-needed.

FULL REPORTING

Reporting includes event recording, polling results, questions asked, data collected, transfer details and more.

Engaging Members with Teletownhalls

EDUCATE

Review plan benefits in Q1, encourage health outcomes in Q2-3, and preview changes with renewing members in Q4.

ASSIST

Address common issues, direct members to support and/or tag for followup. Members who need the most help stay on the forum longer.

ENGAGE

Get feedback, answer questions and connect members with their benefits. Learn about pain points and proactively troubleshoot.

BUILD TRUST

Use a Caller ID phone with Branded Name ID for trusted outreach that members can rely on every time you call.

RETAIN

Improve member experience with Q&A, plan forums around retention, and elevate your Star Ratings.

FULL SERVICE

Event scripting, setup and live production is always managed by experienced TTHM moderators and operators.

26k Dial Health Care Teletownhall Stats

Detailed reporting follows each event showing how each dial resolved and highlighting each participation point.

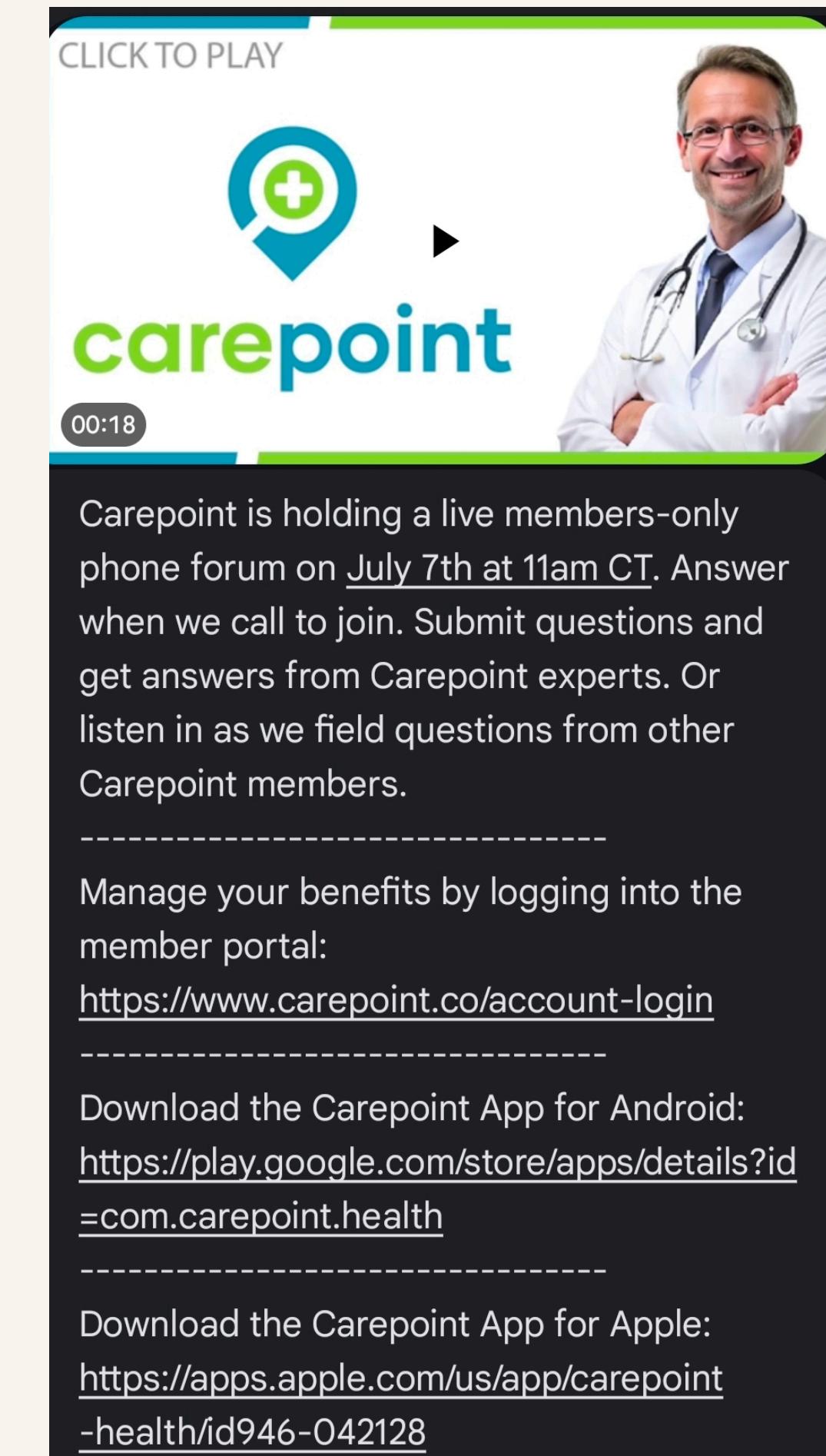
This sample reporting is for a dial-out to 26,000 members.

Description	Calls	Minutes
Accepted	2737	
Declines	5578	
Machine	16734	
Answered	25049	
Not Connected	1294	
No Answer	12	
Busy	36	
Fax	1	
Total Not Answered	1343	
#Spoke	18	
#Speaker Queue	165	
#Sent Back	17	
#Screener Queue	26	
Total Dials	26392	
Total People	8315	
Acceptances 5min+	1098	
%Acceptances 5min+	4.36	
Answered Call Rate	94.9	
Average Acceptance Duration	13.26	
▶ Totals Spoke Speaker Queue Sent Back Screener Queue Accepted Q1 Machines Declines Not Connected		

Double-MMS P2P Branded Text Alerts

Text Alerts can be used to notify members of an upcoming Teletownhall and/or to deliver important information, instructions & links.

Use a branded static banner image to authenticate the message. Add audio to the banner image to create a "Gabby Graphic" that can be played by members for a personal touch and more information.





TELEPHONE TOWN HALL MEETING

TTHM

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