



presents Innovative Training Solutions developed for...

WELLCARE

Customer Service ILT

www.wellcare.com

Module 3 Call Flow and Scripts

Call Management Model



Customer Service calls are most successful when the principles of customer service are used. Remember to build rapport throughout the call by taking the initiative, being positive and making the member feel special. Show integrity, empathy and ownership, and demonstrate professionalism at all times.

Module 4 Overview of WellCare Systems

Paradigm – Overview (cont.)

Customer Management

This is the basic screen that allows you to view your day's contacts as well as navigate the system to access different screens. You may also access Issues and Grievances of previous contacts in this screen and access Queue Routing.

Clicking on the 'Paper' icon – Access to Contact Information Screen that you will use to Search for customers.



Sealund Selected by WellCare to Create Medicare Part D Prescription Drug Plan (PDP) Training

Sealund created an Instructor-Led Training (ILT) curriculum for WellCare and its call-center employees. Customer service agents face many challenging situations, issues and problems answering PDP calls every day. The curriculum is customer service focused to help resolve each call with quality, efficiency and customer satisfaction. "Sealund worked within our framework, using our design templates which made our maintenance easy."



"We're experiencing a positive impact to our business units including call centers. Our vendor/partners are very receptive to the new training for Medicare and Medicaid." **Judy Sewart,**
Training Manager for Operations, WellCare



Sealund Special Report

Contact Sealund at 1-800-434-8000 for more information
consultants@sealund.com • www.sealund.com

Immediate Application of Knowledge

Consisting of sixteen modules and nearly eight hundred pages, this training is designed to be completed within two and a half weeks. The ILT is designed to not only train new-hires but also to retrain existing employees.

Place Graphic Here

Customer Service Representatives (CSR) have opportunities to practice on test systems throughout the training. CSRs can immediately apply information learned in an environment simulated to match what they will actually experience on the floor.

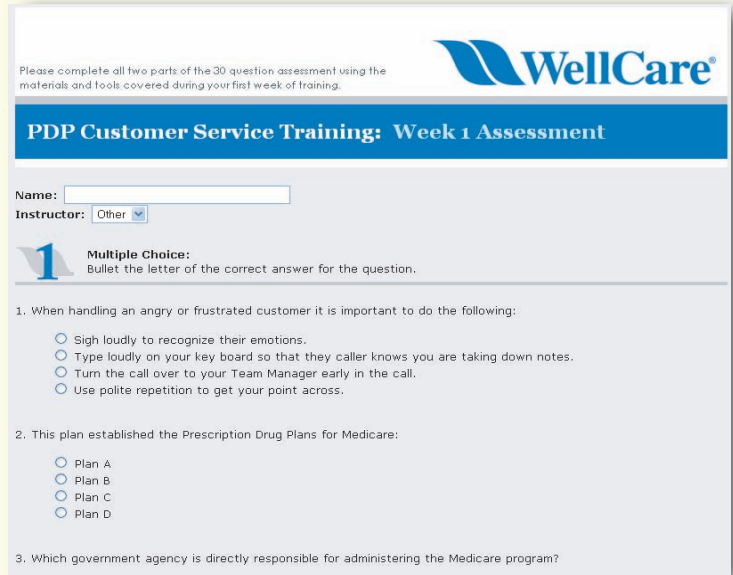
All interactive exercises are provided with debriefing information and detailed facilitator notes which bring more focus to training sessions.

Step Action Tables

Sealund created step action tables which provide step-by-step instructions to the CSRs; and these tables can be accessed while on the phone.

Interactive Role-Plays

From start to finish, interactive role-play scenarios provide call examples from potential members, members, doctors, pharmacies, family members and care givers. CSRs receive real world experience prior to being placed on a live call. Key customer service skills such as accuracy, tone and questioning skill are a major focus for the interactive role-plays.



Please complete all two parts of the 30 question assessment using the materials and tools covered during your first week of training.

WellCare

PDP Customer Service Training: Week 1 Assessment

Name:

Instructor:

1 Multiple Choice:
Bullet the letter of the correct answer for the question.

1. When handling an angry or frustrated customer it is important to do the following:

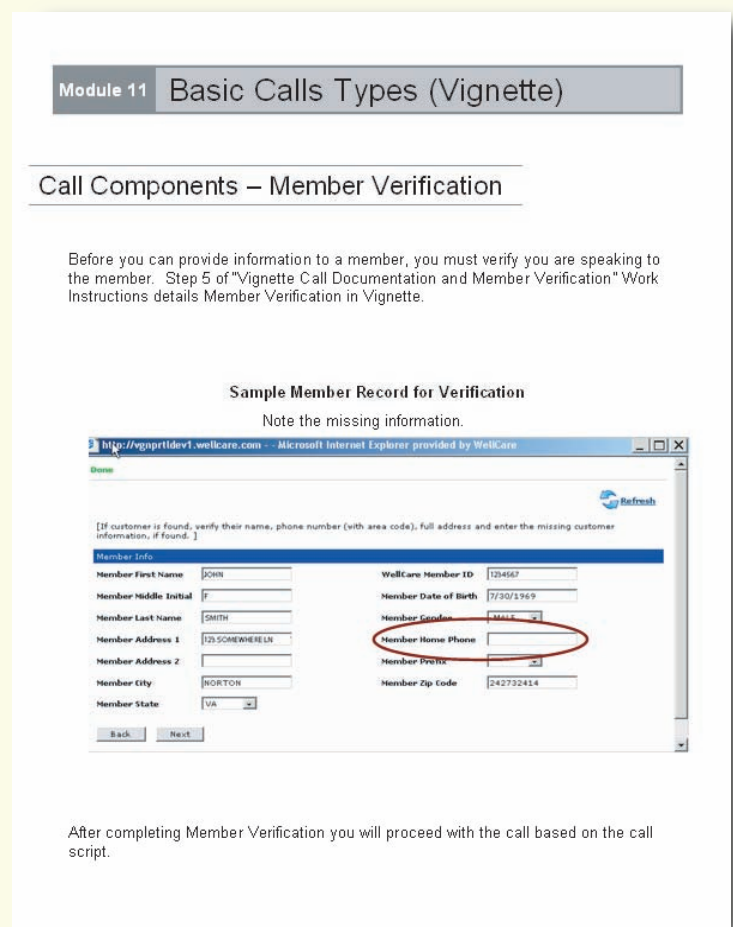
- Sigh loudly to recognize their emotions.
- Type loudly on your key board so that they caller knows you are taking down notes.
- Turn the call over to your Team Manager early in the call.
- Use polite repetition to get your point across.

2. This plan established the Prescription Drug Plans for Medicare:

- Plan A
- Plan B
- Plan C
- Plan D

3. Which government agency is directly responsible for administering the Medicare program?

Interactive assessments provide for immediate feedback.



Module 11 Basic Calls Types (Vignette)

Call Components – Member Verification

Before you can provide information to a member, you must verify you are speaking to the member. Step 5 of "Vignette Call Documentation and Member Verification" Work Instructions details Member Verification in Vignette.

Sample Member Record for Verification
Note the missing information.

http://vgprtddev1.wellcare.com - Microsoft Internet Explorer provided by WellCare

Done Refresh

[If customer is found, verify their name, phone number (with area code), full address and enter the missing customer information, if found.]

Member First Name	JOHN	WellCare Member ID	124567
Member Middle Initial	F	Member Date of Birth	7/30/1969
Member Last Name	SMITH	Member Gender	MALE
Member Address 1	123SOMEWHERELN	Member Home Phone	<input type="text"/>
Member Address 2		Member Prefix	<input type="text"/>
Member City	NORTON	Member Zip Code	242732414
Member State	VA		

Back Next

After completing Member Verification you will proceed with the call based on the call script.