

**2020 SMP/SHIP
National Conference**

July 21-23, 2020



**IT'S TIME TO CHANGE: WAYS TO
USE TECHNOLOGY TO EDUCATE
MEDICARE BENEFICIARIES**

July 22, 2020

GeorgiaCares SHIP

Objectives

- Call center
 - Challenges
 - Solutions
- Using social media
 - Eventbrite
 - Facebook

GeorgiaCares SHIP

- Georgia Dep't of Human Service, Division of Aging Services (DAS) administers SHIP and MIPPA
- Contract with 4 Area Agencies on Aging (AAAs) and 3 nonprofit organizations

GeorgiaCares SHIP

- Challenges
 - Quality of service
 - Hours of operation
 - Staff turnover
- Solution
 - Centralize the calls
 - Establish call center
 - Training
 - Webinars



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- Platform28
 - Cloud contact center
 - Hired and trained staff
 - Platform28 training
 - Equipment
 - Laptop
 - Wireless and wired headsets
 - Call center script
 - Medicare educational materials

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GeorgiaCares Medicare Counseling Center (GMCC) Call Script

Good Morning or Good Afternoon,

Read: You have reached GeorgiaCares, the State Health Insurance Assistance Program. My name is “say your first name”, please spell your First and Last Name?

Action: Record the caller’s First and Last name (verify that you spelled the name correctly)

Read: Mr. or Ms. Last name, the phone number that displays is “read the phone number”, is this the best phone number to reach you in case we get disconnected?

Read: Before we get started, let’s gather a few pieces of information.

Read: Is this Medicare call for you or someone else?

Action: If the call is about someone other than the caller, ask for the beneficiaries’ First and Last name.

Read: What is your email address?

Read: Do you want to receive our e-newsletter? If **Yes**, put the word **News** in the Notes Section of the BCF.

Read: What is your zip code and county?

Read: How did you hear about the State Health Insurance Assistance Program? **Read the options.**

- | | | | |
|---|---|--|--|
| <input type="checkbox"/> CMS Outreach | <input type="checkbox"/> Previous Contact | <input type="checkbox"/> SHIP TA Center | <input type="checkbox"/> Other |
| <input type="checkbox"/> Congressional Office | <input type="checkbox"/> SHIP Mailings | <input type="checkbox"/> SSA | <input type="checkbox"/> Not Collected |
| <input type="checkbox"/> Friend or Relative | <input type="checkbox"/> SHIP Media | <input type="checkbox"/> State Medicaid Agency | |
| <input type="checkbox"/> Health/Drug Plan | <input type="checkbox"/> SHIP Presentation | <input type="checkbox"/> 1-800 Medicare | |
| <input type="checkbox"/> Partner Agency | <input type="checkbox"/> State SHIP Website | | |

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Post Call Survey

- Question One

How well did our representative address the reason for your call? Please press a number from 1 to 5, with 1 being poor, and 5 being excellent.

- Question Two

Was our representative professional? Please press a number from 1 to 5, with 1 being poor, and 5 being excellent.

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The only enterprise contact center platform architected for the cloud from the ground up.

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GeorgiaCares (GAC) Dashboard

New Tab New Tab

Real-time Agent Status

Agent	State	From	Queue	Elapsed Time
[Redacted]	Interaction	OB: [Redacted]	Coastal	00:09:58
[Redacted]	Interaction	[Redacted]	ARC	00:02:31
[Redacted]	Interaction	[Redacted]	Coastal	00:43:57
[Redacted]	Interaction			01:25:22
[Redacted]	Logged-In/Inbound			00:09:22

Calls and Wait Quadrant Layout

# of calls in queue 0 calls	# of calls in queue 0 calls
---------------------------------------	---------------------------------------

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GeorgiaCares (GAC) Dashboard

Real-time Agent Status

Agent	State	From	Queue	Elapsed Time
[Redacted]	Interaction	OB: [Redacted]	Coastal	00:25:09
[Redacted]	Interaction	[Redacted]	ARC	00:10:56
[Redacted]	Not Ready (Lunch)			00:07:23
[Redacted]	Not Ready (Logged In)			01:40:33
[Redacted]	Logged-In/Inbound			00:24:33

Calls and Wait Quadrant Layout

# of calls in queue	# of calls in queue
0 calls	0 calls

GeorgiaCares SHIP

Calls and Wait Quadrant Layout

of calls in queue

0 calls

Coastal

of calls in queue

0 calls

ARC

of calls in queue

0 calls

Middle

of calls in queue

0 calls

Southern

Calls and Wait Quadrant Layout

of calls in queue

0 calls

Heart of Georgia

of calls in queue

0 calls

Three Rivers

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Agent Real-Time Summary

Page 1 of 2

Agent Name	Avg Handle Time	Shortest Handle Time	Longest Handle Time	Total Handle Time	Serviced	Fastest Answer
[REDACTED]	00:18:55	00:02:14	01:01:14	03:20:03	12	00:00:05
[REDACTED]	00:12:43	00:02:30	00:18:27	01:03:39	5	00:00:04
[REDACTED]						
[REDACTED]						
[REDACTED]						
[REDACTED]	00:18:06	00:02:51	00:34:56	01:54:12	7	00:00:15
[REDACTED]	00:01:45	00:01:28	00:02:11	00:05:35	3	00:00:03
[REDACTED]	00:12:07	00:00:40	00:30:27	01:38:15	9	00:00:02
[REDACTED]						
[REDACTED]						
[REDACTED]	00:22:42	00:05:28	00:42:03	02:16:17	6	00:00:10
[REDACTED]						

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Queue Real-Time Summary



Queue	Interactions	Abandoned	Max Wait before Abandonment	Shortest Wrapup Time	Longest Wrapup Time	Serviced	Average Wait before Abandonment
ARC	28	0	00:00:00	00:00:51	00:02:00	28	
Coastal	21	0	00:00:00	00:00:06	00:00:45	21	
CSRA	1	0	00:00:00	00:00:45	00:00:45	1	
Heart of Georgia	1	0	00:00:00	00:00:45	00:00:45	1	
Legacy Link	9	0	00:00:00	00:00:22	00:00:45	9	
Lower Chattahoochee	1	0	00:00:00	00:00:45	00:00:45	1	
Middle	3	0	00:00:00	00:00:44	00:00:45	3	
Northeast Georgia	2	0	00:00:00	00:00:05	00:00:45	2	
Northwest Georgia	4	0	00:00:00	00:00:45	00:00:45	4	
Southern	3	0	00:00:00	00:00:16	00:00:45	3	
SOWEGA							
Three Rivers	4	0	00:00:00	00:00:44	00:00:45	4	

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Monitor Agents

Options

Waiting for any monitored agent to receive a call...

Double-click on a row below to enable or disable monitoring for an agent. To end an active session click "STOP"

[Redacted]	Logged In (Inbound)	Dur: 00:17:12	Last call ended Today at 04:13 PM
[Redacted]	Logged in Today at 07:51 AM		
[Redacted]	Handling Interaction	Dur: 00:13:16	
[Redacted]	ARC	SID:55092387_134198059@67.231.8.75	➔
[Redacted]	End of Day	Dur: 00:00:11	Last call ended Today at 04:12 PM
[Redacted]	Logged in Today at 07:39 AM		
[Redacted]	Logged In (Inbound)	Dur: 00:10:42	Last call ended Today at 04:02 PM
[Redacted]	Logged in Today at 02:59 PM		
[Redacted]	Handling Interaction	Dur: 00:43:22	
[Redacted]	Northwest Georgia	SID:88376214_45195153@67.231.12.12	➔

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	A	B	C
1		Agent Name:	
2		Call Date:	
3		Call Start Time:	
4		Caller's First and Last Name:	
5			
6	1	Opening	5%
7	2	Identification	10%
8	3	Exploring the Issue	15%
9	4	Offering Solution and Information	25%
10	5	Resolving the Issue	20%
11	6	Check in with the Customer	15%
12	7	Close	5%
13	8	Wrap Up	5%
14		Total Score:	100%

GeorgiaCares SHIP

Division of Aging Services

- 1-866-552-4464 (Option 4)
- Monday - Friday
- 8am – 5pm
- Reports
 - Agent Productivity
 - Agent Performance
 - Queue Volume
 - More reports

GeorgiaCares SHIP


GeorgiaCares

Local help for people with Medicare

by GeorgiaCares State Health Insurance Assistance Program (SHIP)

[Follow](#)

Free

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Join us for a two part introduction into Medicare.

About this Event

Whether you are turning 65 soon or transitioning to Medicare, join us to learn about Parts A, B, C and D to help you make an informed decision about your health and drug coverage. The GeorgiaCares State Health Insurance Assistance Program (SHIP) will teach you about Medicare

Location

Online
Online Event
Macon, GA 31210
[View Map](#)

GeorgiaCares SHIP

GeorgiaCares
Local help for people with Medicare

Medicare 101 Webinar with COVID-19 Updates

by GeorgiaCares State Health Insurance Assistance Program (SHIP)

[Follow](#)

Free

 [Select A Date](#)

GeorgiaCares Free Medicare Webinar with COVID-19 Updates.

About this Event

Whether you're new to Medicare or you need a refresher, join us to learn about Parts A, B, C and D to help you make an informed decision about your health and drug coverage. The GeorgiaCares State Health

Location

Online
Online Event
Savannah, GA 31401
[View Map](#)

GeorgiaCares SHIP

Free Medicare Webinar. Answers to your Medicare questions!

Georgia's State Health Insurance Assistance Program (SHIP)
Saturday, August 15, 2020 from 9:00 AM to 10:00 AM (EDT)
Atlanta, Georgia



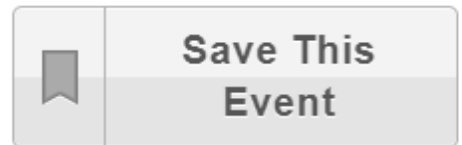
Available Dates

Saturday, August 15, 2020 from 9:00 AM to 10:00 AM

Ticket Information

TYPE	END	QUANTITY
GeorgiaCares SHIP Medicare more info	Aug 13, 2020	Free
		1

Register



When & Where

Online Webinar

Atlanta, Georgia 30303

Saturday, August 15, 2020 from 9:00 AM to 10:00 AM (EDT)

[Add to my calendar](#)

Share Free Medicare Webinar. Answers to your Medicare questions!

[Email](#) [Share](#) [Tweet](#) [Like](#) Sign Up to see what your friends like.

GeorgiaCares SHIP



Create email invitations

Invitation Template: **Modern** ▾

Name of Sender: **Georgia's State Health Insurance Assistan**

Reply-To: **georgiacares@dhs.ga.gov**

Subject Line: **You're invited to Free Medicare Webinar. /**

Need integrated email marketing?



Use Paperless Post



Use MailChimp



Use Constant
Contact



Customize



Edit Message

Hello «Attendee»,

GeorgiaCares SHIP

Hello «Attendee»,

You are invited to the following event:

**FREE MEDICARE WEBINAR. ANSWERS TO YOUR
MEDICARE QUESTIONS!**

Event to be held at the following time, date,
and location:

Saturday, July 18, 2020 from 9:00
AM to 10:00 AM (EDT)

Online Webinar

Atlanta, Georgia 30303

GeorgiaCares

Local help for people with Medicare

GeorgiaCares SHIP

[Attend Event](#)

Share:



Whether you're new to Medicare or you need a refresher, join us to learn about Parts A, B, C and D. The GeorgiaCares State Health Insurance Assistance Program (SHIP) can teach you about Medicare enrollment options, coverage changes, out-of-pocket costs, Medicare Supplement (Medigap) policies and new changes to Medicare due to COVID-19. Learn how to make informed decisions about your health and drug coverage.

Contact GeorgiaCares at 1-866-552-4464 Option 4, Monday - Friday 8:00am to 5:00pm to speak to a certified Medicare counselor. A valid email address and your county of residence is required to receive the presentation link. Open to residents of Georgia.

Sign up for the GeorgiaCares newsletter and follow us on Facebook. [GeorgiaCares Newsletter and Facebook](#)

2020 Topics	
Jan 18, 2020	What's New in 2020 and the Medicare Advantage Open Enrollment Period
Feb 15, 2020	What's New in 2020 and the Medicare Advantage Open Enrollment Period (Repeat)
Mar 21, 2020	Original Medicare vs. Medicare Advantage
April 18, 2020	Medicare Supplement Insurance (Medigap) Policies
May 16, 2020	Medicare and Medicaid – What's the Difference?
June 20, 2020	New to Medicare and Travel

GeorgiaCares SHIP

Share this event on [Facebook](#) and [Twitter](#).

We hope you can make it!

Cheers,

Georgia's State Health Insurance Assistance Program (SHIP)


Send a test invitation to:



Who should come?

[+ Add Guests](#)

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 **When do you want to send it?**

Immediately!

Select Date: at :

Days Hours Before my event

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Event Dashboard



Started!

Your event has started and tickets are on sale.



Public Edit

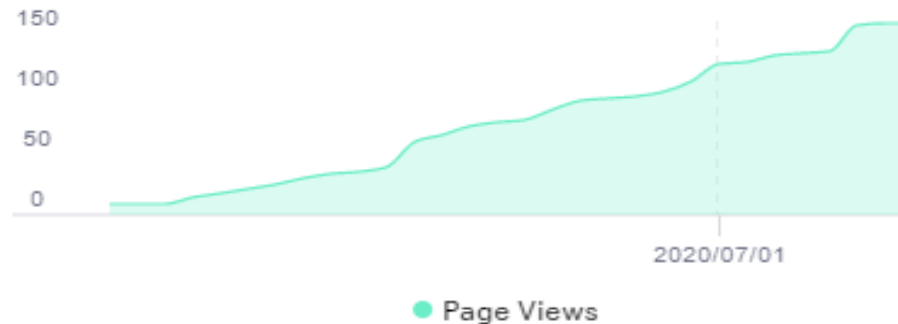
Your event is listed and searchable.

Page views

Last 30 days: 158

Page views

3,938



GeorgiaCares SHIP

Analytics

Updates every 4 hours

Traffic



All time



① Eventbrite only retains traffic data for 16 months.



Related To
18 Events



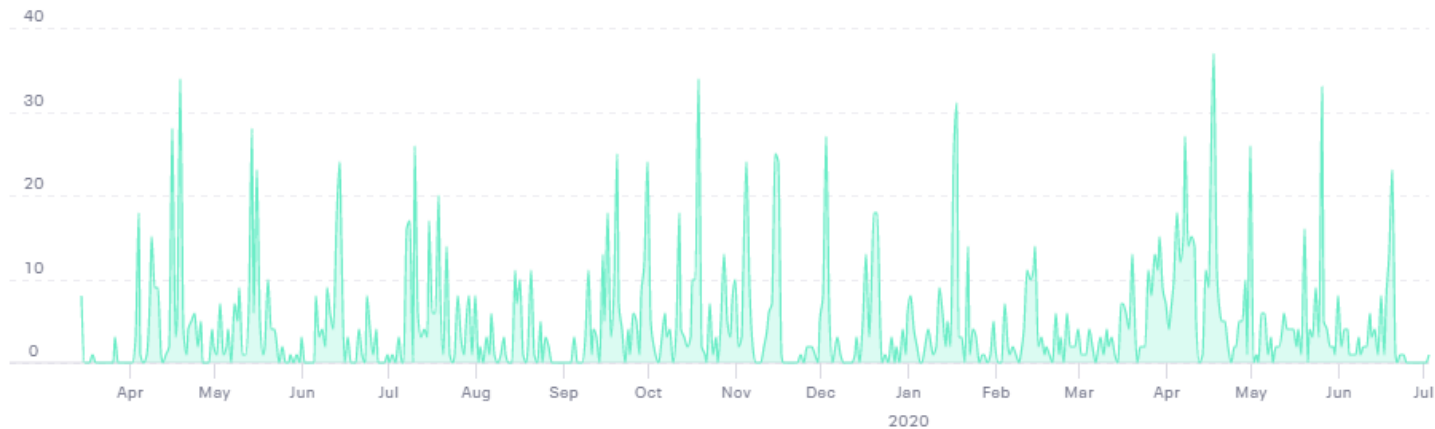
Group By
None

Page Views



Total

Daily



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1 Page setup — 2 Details — 3 Review and publish

Connect your Facebook account

Your events and tickets will be published on your selected Facebook page, never your personal profile.

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 [Connect to Facebook](#)

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GeorgiaCares
Local help for people with Medicare

Have questions about Medicare?
Join our

Medicare Webinars

Saturdays
9 a.m. - 10 a.m.

State Health Insurance Assistance Program

Register at mygeorgiacares.org

 Edit

The banner features a dark green header with the GeorgiaCares logo and tagline. Below this, a white background contains promotional text for Medicare webinars. On the left, there is a circular image of two smiling women. On the right, there is a circular image of a smiling man with glasses. The bottom right corner includes an 'Edit' button and a registration link.




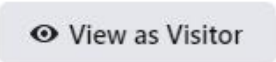
GeorgiaCares Program

@GeorgiaCares · Health & Wellness Website

 Edit Call Now

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 Promote

 View as Visitor



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Home About Photos Videos More

Promote View as Visitor

How Do Facebook Ads Work? Reach all the right people where they're active and engaged. Learn How

Insights Last 28 days : Jun 10 - Jul 7

People Reached **4,340** ▲14%

Create Live Event Offer Job

PINNED POST

GeorgiaCares Program July 6 at 2:00 PM

GeorgiaCares SHIP



GeorgiaCares Program

June 1 · 🌐



Losing a loved one due to COVID-19 can be heartbreaking. You may not be able to be with them during their last moments and be left with feelings of guilty that they were alone, or you were unable to give them that last hug or kiss. Each person handles grief differently, but it is important not to isolate your friends and other family members currently. Some recommended steps to assist in coping with grief during social distancing.

- Create a virtual memory book, blog or webpa... [See More](#)



GeorgiaCares SHIP



GeorgiaCares Program
Health & Wellness Website

 Send Message

2,099
People Reached

30
Engagements

Boost Post

GeorgiaCares SHIP

Contact Information

Christine Williams, GeorgiaCares Team Lead

Christine.Williams@dhs.ga.gov

Georgia Division of Aging Services

1-866-552-4464 (Option 4)