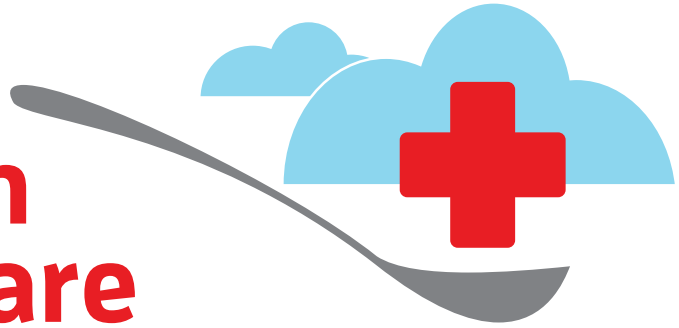


# The Right Prescription for Healthcare




Under the Patient Protection and Affordable Care Act (ACA), all Americans are required to have healthcare insurance in place by January 2014 or face financial penalties. This carries significant consequences for healthcare insurers—and their contact centers—as an estimated 30-to-50 million consumers flood into the market with questions about coverage and options.

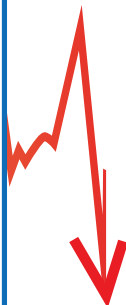
**Individual claim costs** are expected to **rise** by an average of **32% by 2017** under ACA, leading to a likely **spike in call center traffic** from confused and angered healthcare insurance subscribers. Source: Society of Actuaries

**UP 32%**

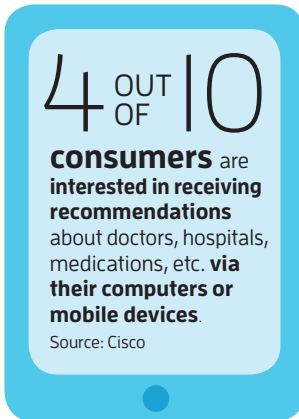
**Loyalty ratings for healthcare insurance plans are lower than all other industries** except Internet/TV service providers, and wireless carriers. Source: Temkin Group



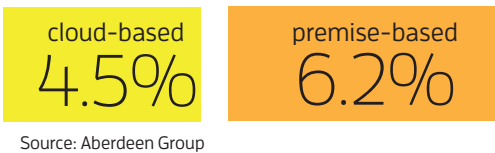
The greatest contributor to **low first contact resolution rates**, is a lack of access to consumer and systems data. Source: Dimension Data



**4 OUT OF 10 consumers** are interested in receiving recommendations about doctors, hospitals, medications, etc. **via their computers or mobile devices.** Source: Cisco



**Abandon Rate Comparison**  
Cloud-based systems report a lower abandon rate than premise-based systems.



## Companies that adopt cloud contact centers...

**Spend 27% less** on their annual contact center costs (**\$112.5 million versus \$155 million**) than their peers. Source: Aberdeen Group

**Achieve an 8% to 22% improvement in first contact resolution rates**, based on size of customer support team and level of functionality. Source: TeleTech

**Can lower the cost of call handling and workforce optimization infrastructure by as much as 43% in a five-year period.** Source: Frost & Sullivan