

Member Services

Excellent customer service results in Department rated **3rd highest performance in State!**

The Member Services Department had many accomplishments this past year but two deserve mention in this report. As noted in last year's report, Member Services implemented new service measurements regarding customer satisfaction. The Department again exceeded its previous 2006 score for the Healthy Families Consumer Assessment of Health Plans Satisfaction survey (CAHPS) by 5% and moved from a ranking of 4th to 3rd in the State among 24 plans.



Clockwise left to right: Donna Slimak (Director), Pat Tyler, Elizabeth Rodriguez, Daisy Muñoz, Elia Estrada, Katherine Back, Dori Martini, Rosemary Muñoz, Miriam Decker, Joanna Rosas, Maria Marquez, Yvette Soares, Lizette Forney, Shonna Stamps, Eric Buben, Michelle Prieto, Rosa Medina

Health Plan's Customer Service (Percent responding "Not a Problem")

2007 CenCal Health Score	2007 Healthy Families Overall Average	2007 HFP Top Performer	2007 HFP 10th Best Performer (CenCal Health) Established Benchmark	2007 Ranking among all 24 plans (highest to lowest)
85.0%	78.4%	87.6%	81.4%	3rd

The second major accomplishment for the Member Services Department was the successful expansion to San Luis Obispo County March 1, 2008. The Department Director and Operations Manager provided eighteen (18) presentations to Community Based Organizations, Department of Social Services, Foster Children, Tri-Counties Regional Centers, California Children's Services, CHCCC managers and Area Agency on Aging in January and twenty four (24) new member orientations throughout the San Luis Obispo County in February. The department prepared in particular for the anticipated high call volume surge for the first ninety (90) days by adding additional departmental

staff in support to the telephone queue and by contacting all forty-two (42) pharmacies to ensure they were receiving their fax blasts, had the department's toll free telephone number and introduce the team. Call volume rose from on average of 4,500 to 5,000 calls per month to over 11,000 calls for the months of March and April.

The Department Management in conjunction with a local vendor also ensured that New Member Packets (over 120,000 printed materials-EOC, Provider Directory, ID cards, etc.) were assembled and mailed to 24,300 plus new members and 19,000 households by March 1st.