



SelectCare Benefits Network: Austin, TX

Voice Broadcast solution assists clients in obtaining healthcare

Representing thousands of clients all over the United States, SelectCare Benefits Network, advocates on behalf of low income and uninsured people to help them receive low cost or free prescription medication direct from the manufacturer.

Despite a simple process to enroll - either by phone or online - Jonathan Harrington of SCBN says potential clients often disqualify themselves because they unknowingly gave incorrect information on their application. This is where CallFire's Voice Broadcast solution has helped.

We used to pay \$10 an hour for someone to contact applicants who had disqualified themselves," says Harrington. This process resulted in just a handful of calls each hour. The lack of productivity was a bitter pill to swallow for SCBN.

“SelectCare Benefits Network says CallFire’s Voice Broadcast solution is just what the doctor ordered.”

About two months ago SCBN began using CallFire's Voice Broadcast service to make those same calls. "We've been running two main campaigns. We send out more than 3000 calls every week," says Harrington.

"Our first campaign sent out 26,000 voice broadcasts. To date, we've sent out approximately 40,000."

The Texas-based company, which was founded in 2001, has exponentially increased its weekly reach to potential clients.

Harrington says, "It does what it's supposed to do - multiple calls at once. It works way better for us. People disqualify themselves online all the time. Now, we just spend a couple of cents to contact them and go over their application. It's been a good ROI."



CASE STUDY QUICK FACTS

CLIENT

SelectCare Benefits Network

CHALLENGE

Improve enrollment method without manual dialing

SOLUTION

Use Voice Broadcast to improve calling efficiency

RESULTS

Increase in weekly reach, decrease in spending, increase in ROI

WHY CALLFIRE?

Easy-to-use and cost effective solution

CALLFIRE'S CLIENTS

