

Customer Service Caucus Highlight

“Make the connection” with your Plan peers and shape the future of your contact center by joining our lively discussions on contact center challenges. Topics include customer service quality, CRM tools, Consumer Driven Health Plans, Health Coaching, Disaster Recovery, Plan-to-Plan service and many other topics of interest. Share ideas and best practices on hiring, training and retention of staff. Learn how your Plan peers are “bridging the generational and cultural gaps,” as well gain perspective on how to revive, engage and motivate customer service associates. Hear about the future of the First Call Resolution (FCR) pilot and any changes scheduled for 2008 on the Member TouchPoint Measures program.



Customer Service Caucus Agenda

Monday, July 14

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| 8:00 – 9:45 | General Session |
| 9:45 – 10:00 | Break |
| 10:00 – 10:15 | Welcome / Introductions
Deborah Johnson , Caucus Chair
Assistant Vice President, Member Services
Blue Cross and Blue Shield of North Dakota |
| 10:15 – 11:30 | Plan Updates – Making the Connection with Our Peers |
| 11:30 – 12:00 | Benefits Quoting Tool: Presentation by Lisa Lambert ,
Director, Customer Service, Blue Shield of California |
| 12:00 – 12:30 | Working Lunch – Q & A on Benefits Quoting Tool
<i>Note: Lunch will occur within this time frame; boxed lunches will be delivered outside the caucus rooms.</i> |
| 12:30 – 2:00 | Roundtable Discussions <ul style="list-style-type: none">➤ Consumer Driven Health Plans➤ Member Advocacy (Health & Wellness)➤ Health Coaching➤ Disaster Recovery➤ C/S Quality➤ CRM (Update from Jeff Beelman, Wellmark)➤ Self Service |
| 2:00 – 2:15 | Break |

Monday, July 14 continued

- 2:15 – 3:15 Generational Diversity – Bridging the Gap: Presentation
by **Joan Engeseth**, Manager Corporate Training, Blue Cross and Blue
Shield of North Dakota
- 3:15 – 3:45 Roundtable Discussions
- Cultural/Generational Diversity
 - Training Best Practices
 - Hiring & Retention
 - Reviving, Engaging, Motivating Staff
- 3:45 – 4:00 Evaluations / Giveaways
- 4:00 Adjourn

Tuesday, July 15

- 8:30 – 10:00 General Session
- 10:00 – 10:15 Break
- 10:15 – 11:15 Member TouchPoint Measures: 2008 Updates Including
First Call Resolution Pilot, by **Ralph Owens**, Consultant, Blue Cross
and Blue Shield Association
- 11:15 – 12:45 Blue Card Initiatives (Joint Session with Claims Caucus)
- Craig Mudge**, Plan Relations Manager, Inter-Plan Programs
Blue Cross Blue Shield Association
This session will highlight the major accomplishments of the Blue
System as we celebrate a monumental milestone with the Blue
membership this year. Make the connection to major Blue initiatives
that include where we've been, what's happening today and what's
coming down the road. This session will focus on three important
elements of BlueCard/inter-Plan business including:
- Blue Plan Statistics and Why National Account Customers are
Driving Us To Change The Way We Do Business
 - Why Improving Provider Satisfaction Has Us Focusing On Daily
BlueCard/inter-Plan Operations and Customer Service
 - The Roadmap of Where We Are Headed Collectively To
Continue Our Success
- After your participation in this session you will have made the
connections to the System-wide Blue initiatives impacting claims and
customer service.
- 12:45 – 1:00 Evaluations / Giveaways
- 1:00 Adjourn

Wednesday, July 16

- 8:00 – 9:00 Worksite of the Future – Discussion on working from home
Topic Leader: **Lesli Dillon**, Manager, Customer Service,
Regence, Blue Shield
- 9:00 – 9:15 Recommendations for 2009
- 9:15 – 9:30 Evaluations / Giveaways
- 9:30 – 9:45 Break
- 9:45 – 11:30 General Session and Closing

