

Touchstone Health HMO, Inc.

www.touchstoneh.com

CHALLENGE

Touchstone Health HMO, Inc. is a Medicare-Advantage Health Maintenance Organization that serves beneficiaries in the New York City area. It provides customer service support through call centers located throughout the United States.

"By migrating to CenturyLink's hosted EZ Route solution we improved our business operations, cut our expenses and increased the reliability of our communications services."

**Brian Mortensen, Telecom Manager,
Touchstone Health HMO, Inc.**

Soon after being hired, Telecom Manager Brian Mortensen took stock of the company's communications' systems. He found that peak call volumes are seasonal, occurring during Medicare's General Enrollment Period, January 1st through March 31.

"We needed seven voice T-1s to handle all those calls," recalled Mortensen. "But the rest of the year the excess capacity was idle. I wanted to find a solution that would meet our seasonal needs without paying for bandwidth that wasn't being used the rest of the year."

SOLUTION

Mortensen chose CenturyLink because, "my account rep came to me with a comprehensive plan to solve our problem. He wasn't just trying to sell me services like the other providers."

The key to the CenturyLink solution is the EZ Route interactive voice response (IVR) application. Mortensen uses EZ Route's Web-enabled IVR application wizard to create a call routing scheme for toll-free numbers. Consequently, when a call comes in, EZ Route recognizes it and routes it to the appropriate call center.

Additionally, Mortensen uses two CenturyLink T-1s, dedicated to voice and data applications respectively. These support the company's three office locations.

BENEFITS AND RESULTS

The CenturyLink EZ Route service, "was a game changer for the way we do business," said Mortensen. "We can easily add or delete ports as we need them to support the seasonal variations in our call volume."

By shifting incoming member 1-800 calls to the EZ Route service, Mortensen was able to reduce the company's T-1 circuits by 86%. "We saved a lot of money by cutting our voice T-1s from seven to one."

Mortensen also credits the EZ Route service with increasing the overall reliability of his network. "By downsizing the number of T-1s we have plus the fact that CenturyLink hosts the EZ Route solution, we ended up with a more reliable system. We don't have as many devices to maintain or troubleshoot so we have fewer moving parts that can break."

Mortensen also benefits from CenturyLink's fully-redundant, geographically-dispersed network, which further increases the reliability of his company's services.

As for his account representative, "He's never let me down," recalled Mortensen. "If I have a problem or a question, I can just pick up the phone and call him. When he first came in here, he had a multi-year plan to help us improve our business. And sure enough, we did it and it's worked out very well for us."