

Voice Biometrics & Healthcare

The Perfect Prescription for Business
Results

Example Healthcare Voice Signature Deployments



Problems Facing Healthcare Companies

- Increased competition which requires a higher level of customer satisfaction
- Ever-fluctuating through-put of applications – up to 35% fall out on return of applications sent
- Growing base of aging customers more comfortable with the phone than other channels
- New technologies needed to handle increased demands and cut costs at the same time
- Cost savings programs are being required to be implemented each year

What is Voice Biometrics?

- Like a fingerprint, no two voices are exactly the same. Voice Biometrics makes use of a “voice print” to accurately and securely identify an individual.
- **Voice Authentication:** The client’s voice is their password... No need to remember passwords, PINs, policy numbers or other challenge info.
- **Voice Signature:** Secure, legally binding signature over the phone using client’s voice print. Adds a ‘speak on the dotted line’ capability to phone-based transactions.

Voice Biometric Current Use Cases

- Caller Authentication
 - Replaces existing passwords and other knowledge-based questions
 - Financial Institutions, Telecom providers, and help desks for password reset
- Voice Signature for Health Care, Pharmaceutical and Insurers
 - Health Insurance Carriers, Major Auto and Life Insurers, Pharmaceutical Marketing
 - Signature for various Insurance insurers for contract changes or new sales
 - Pharmaceutical is for ordering samples
 - 2 very different problems (increase sales vs slashed salesforce/untouched target market)

Current benefits to companies who have adopted *Voice Authentication*...

- The client's voice is their password... No need to remember passwords, PINs or policy numbers.
- More secure authentication for customers.
- Shorter call times for agents, enhancing both the caller and agent experience.
- Easy and cost effective for you and the user.
- Provides simple solution for compliance.

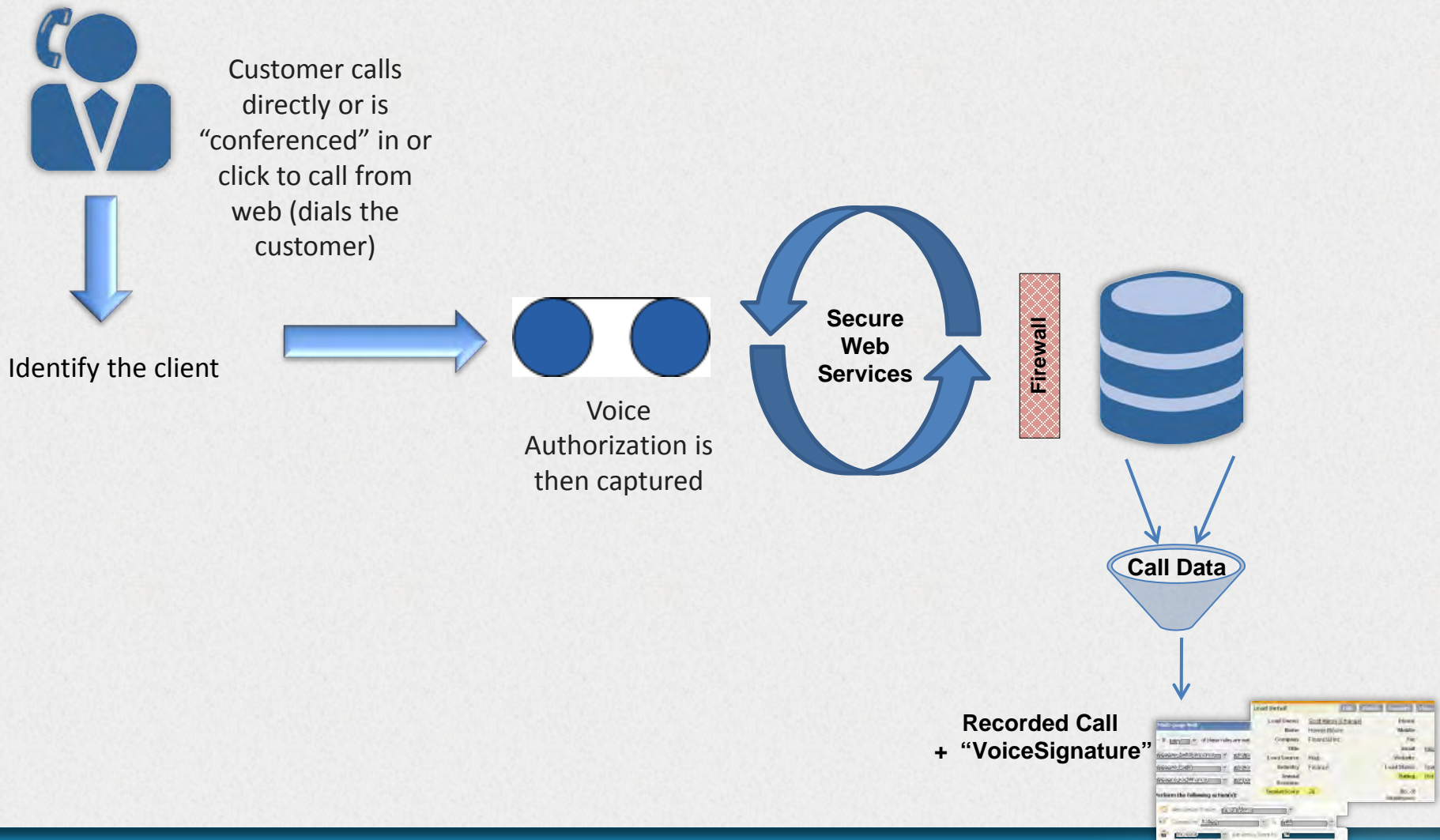
Current benefits to companies who have adopted *Voice Signature*...

- Agents can finish the application process while the prospect is on the phone, dramatically increasing the closing ratio.
- E- Signature is generated from process and can be inserted into associated documents.
- Decreases mailing, faxing, storage costs associated with paper applications.
- Improves audit capabilities for underwriting and option to tie applications to call recordings.
- Increases customer (caller) and agent satisfaction.
- Able to follow current processes, forms, email/ftp routing.

Strengths of Voice Biometrics

- The output of a Voice Signature is a legally binding e-Signature under the federal Electronic Signatures in Global and National Commerce Act (E-SIGN).
 - Compliant with recent legislation in the insurance, healthcare and financial markets.
- Improves efficiencies, security and filing associated with enrollments/applications or any signature related process.
 - Increases efficiencies of current paper-based processes to increase throughput of sales and policies signed.
 - Speeds the authentication process of customers, shortening agent talk time and enhancing the caller experience.
- Highly Secure: Voice Biometrics is also accepted as a valid e-signature under HIPAA, CMS and FDA Guidelines.

How the Voice Signature Works



Web Portal – Transaction Details

Home Transactions Underwriting Help Account Settings Users Products Logout

Transaction Details

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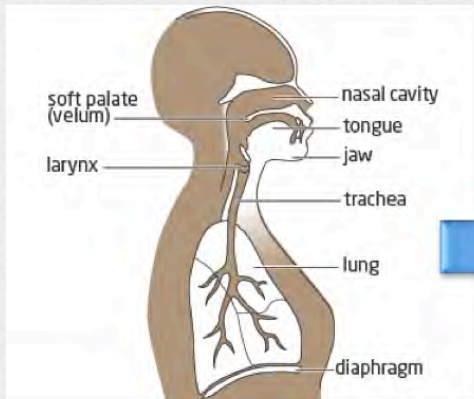
Date and Time	2010-10-17 23:49:33	Confirmation ID	
Transaction ID	10000004	User	Caroline Horn
Brand	Aetna	Language	English
Product	Prescription Drug Plan	State	Alabama
Policy	Senior Medicare	Transaction recording	

Customer Phone	MCN	Audio 1	Audio 2	Transaction Signature
4561237890	2580	Link	Link	d974dc8a-4c14-4676-88cc-f315fc3eff27

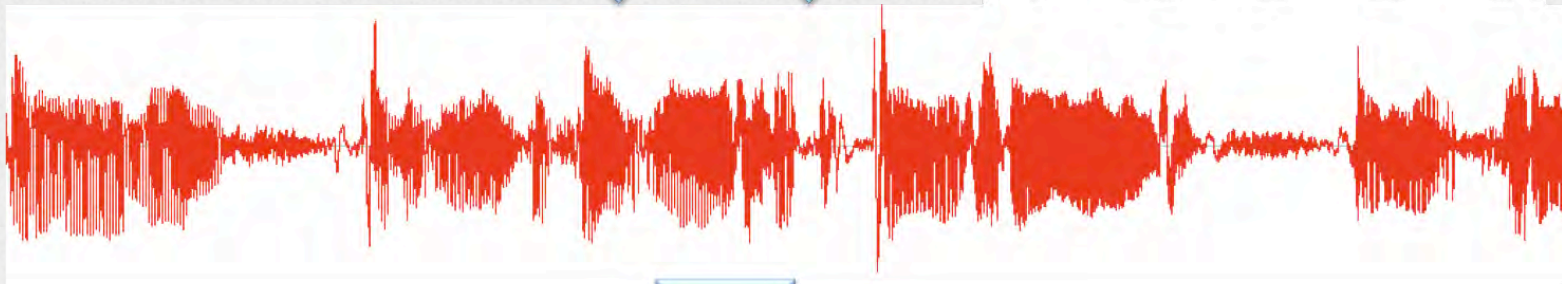
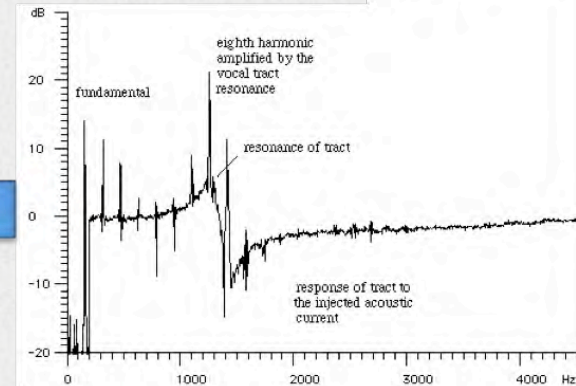
- Transaction recording link allows you to listen to the audio of the entire call.
- Audio 1 and Audio 2 are the digits uttered for the voice signature.
- Call recordings become available in real-time.

Behind the Scenes

Physical characteristics associated with the vocal tract



Behavioral characteristics such as harmonics derived from, for example, pronunciation, accents and gender



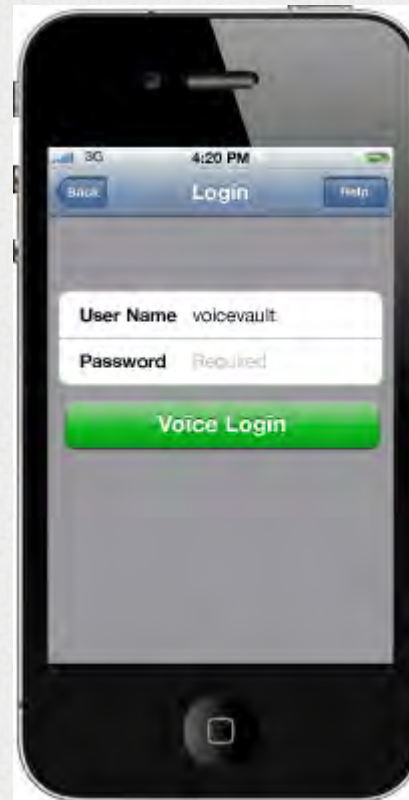
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Voiceprint

Voice Biometrics and Mobility

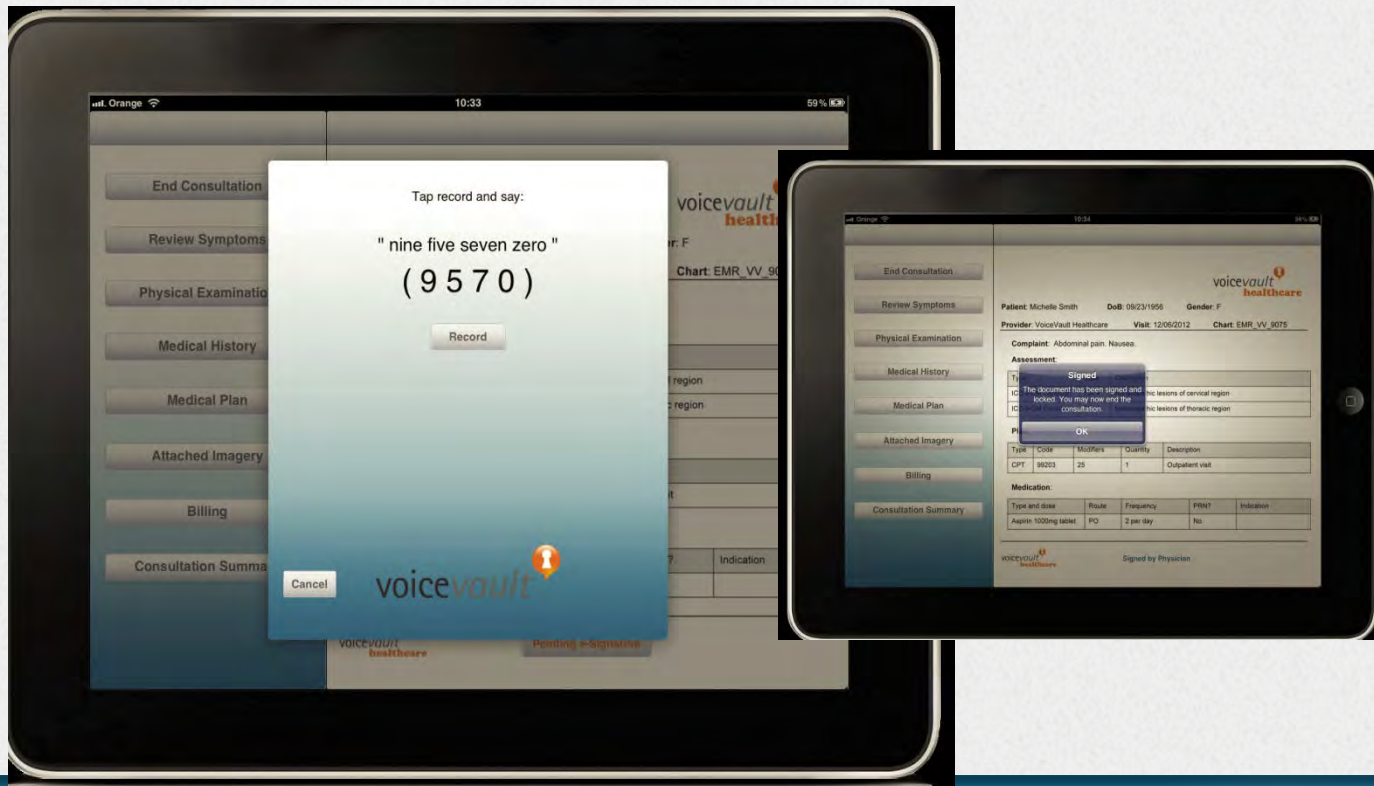
Consumers Can:

- Use their voice as their password to login to accounts and applications
- Voice sign agreements and orders directly on their mobile phone
- Comply with increased regulations related to proof of identity



Voice Biometric EMR

- Tablet-based Electronic Medical Record (EMR) applications using voice biometrics provide secure access and privacy of data



Case Study: Blue Cross Blue Shield

Challenge: Existing paper-based system for signing up new insurance policies was time consuming, dated and led to a 30% non-signature rate. Agents had to fill out contracts, fax them and receive hard-copy signatures from customers.

Solution: Voice signature solution allowing agents to immediately receive a voice-based signature from customers on new contracts without ever hanging up the phone.

Results: Non-signature rate went from 30% down to 5%, adding thousands in revenue, and dramatically speeding up the billing process.



25%
Increase in contracts signed