What is Advocate4Me?

Advocate4Me, from UnitedHealthcare, is the simple, reliable and personalized way for members to get end-to-end health, wellness and benefits support and information. Advocate4Me helps a member find the clear path to the right care. The goals of Advocates are to support and build trusting relationships with members through a broad range of topics and needs, including:

- Benefits and claims questions
- Finding a doctor
- Proactive support on appointments and issue resolution
- Health education
- Clinical program enrollment
- Health care decision support

Advocate4Me Successes

Stevie award:
UnitedHealthcare received a “Stevie” at the 2015 American Business Awards, which honors positive contributions of organizations and businesses. Advocate4Me earned an award in the Sales & Customer Service category.

Frost & Sullivan innovation award:
Frost & Sullivan, a market research and analysis firm specializing in new technology and business trends, presented UnitedHealthcare with this award after learning about the company’s innovative use of technology to help improve the consumer experience.

Forbes.com article:
Forbes featured Advocate4Me in an April 28 article: “Innovation At UnitedHealthcare Has a Human Face”

Article highlights

- UnitedHealthcare deconstructed the recruiting and training processes for the customer service role because we had to think differently.
- Worked to change customer service interactions from transactions to building relationships.
- Used data and technology to create a simple, integrated picture of the member and put it at the Advocate’s fingertips.
- Overall, customer satisfaction with Advocate4Me exceeds 96 percent and more than 90 percent have a high level of trust in the information they receive.
- Transfers for callers are down 40 percent (a direct outcome of predictive matching of caller to Advocate).
- Advocates deliver on consumer service commitments within a time frame that is specified at the start of each conversation more than 99 percent of the time.
- Click here to view article or go to http://www.forbes.com/sites/jonathansalembaskin/2015/04/28/innovation-at-unitedhealthcare-has-a-human-face/