

Empire Health Guide

Simple. Caring. Consultative.

They're the founding elements of Empire Health Guide, an empowering service that helps members:

- Stay involved in their health.
- Access the care that's right for them.
- Get more value from their benefits.

Navigating the health care system can be tough. It can cause frustration, unnecessary medical expenses and a lack of engagement. Empire Health Guide helps your employees find their way by simplifying the health care experience and providing a seamless transition from service to care.

The power behind Empire Health Guide

What makes the service work so well? It's the associates, or health guides, who are specially selected and trained to consult and provide comprehensive support. These guides are closely linked to health care professionals, such as nurses, health coaches, educators and social workers. Together, they can educate your employees about their health situation and help them find the right care, at the right time — for the right cost.



Where technology meets the human touch

Health guides use smart engagement technology to provide personalized guidance to your employees. This technology analyzes data from our benefits and claims database. It also alerts health guides when certain key words come up during conversations.

With the help of such tools, our guides are able to:

- Connect employees to programs and needed support.
- Identify hard-to-reach employees.
- Spot medical gaps in care, such as routine exams and screenings.
- Help employees save money on prescription drugs.
- Compare costs, find in-network doctors and much more.

Find out what Empire Health Guide can do for you. Call your sales representative or broker today.



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Empire Health Guide: smart engagement features at a glance

Communication options	Your employees can contact us by phone, mobile device, web chat or secure email. They can also request a scheduled call-back.
Consultative listening	Health guides have engaged and consultative conversations. If needed, they can soft transfer employee calls to health care professionals.
Speech recognition	Alerts are sent to health guides' desktops when employees use certain key words during conversations. These alerts identify opportunities to engage employees in programs and services that are part of their benefits and can help them with their health conditions. There are 10 preselected health conditions with alerts.
Gaps in care	Health guides are also alerted about employees' preventive and medical gaps in care, so they can address these gaps during conversations and transfer employees to nurse coaches, as needed.
Guided decision support	Health guides use Empire's decision-making support tools to help employees get more out of their benefits. These tools include: <ul style="list-style-type: none">• Find a Doctor• Estimate Your Cost• Help setting up appointments with providers

Results? See for yourself!



Up to a 4.3:1
cost-of-care return
on investment¹



93.6%
engagement on inbound calls
and chats to health guides²



93.7%
member satisfaction³



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¹ Empire National Accounts Actuarial, December 2016.

² Empire Health Guide Education by Customer Service, dashboard metric, January 1, 2016, through December 31, 2016.

³ Empire Marketing Insights & Analytics, December 2016.

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