# Being a Power House Call De-Escalation

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**Description:** How to de-escalate calls by remaining calm, letting the member explain the situation, apologizing and providing options and educating.

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| Remain Calm |

The member is not mad at you, they are mad at the situation. Often this anger comes from fear. They may feel out of control or that their health (or their loved one’s health) is at risk.

* Avoid getting upset or angry
* Avoid being sarcastic
* Do not take it personally
* Remember to breathe, but be sure not to ‘sigh’ in frustration

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| Let the Member Explain the Situation |

Give the member time to explain everything without interruption, this ensures they know we understand their frustrations or concerns.

* Be patient
* Listen
* Do not interrupt.



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| Empathize |

If you were the caller, feeling out of control and likely afraid, how would you feel?

* Acknowledge their situation with concern and empathy.

“I absolutely understand John. If the medication I had been taking was suddenly denied, I would be upset too.”

* Restate to the member what they shared to demonstrate you heard them, and you understand.

“I definitely would be upset if my medication still had not arrived.”

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| Apologize |

Be sincere while speaking to the member. Apologizing for the way a member feels, or for a misunderstanding is not taking responsibility. Apologize, then redirect to how you and the caller as a TEAM can move forward.

* “John, I am truly sorry for the frustration this has caused. What **we** can do is…”
* “I understand Jane, and I’m sincerely sorry for the confusion. **Let’s** look at some options **together**.”

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| Provide Options/Solution |

Utilize your resources (**Examples:** Compass, PeopleSafe, theSource, Teams, etc.)

* Determine if member has Maintenance Choice
* Review the CIF to see if the member can receive an override
* Determine if we can expedite the processing and/or shipping of the order
* See if the plan participates in the Automatic Refill Program
* Educate on plan design (deductible phase, Medicare gap, etc.)
* Share **options** for the future (track their medication on Caremark.com, pull up their ID card on the Caremark app, etc.)

Providing helpful **options/solutions** EMPOWERS the member and lets them become a part of their own health care team.



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| Related Documents |

* [Being a Power House - The Value of Empathy (006479)](https://thesource.cvshealth.com/nuxeo/thesource/" \l "!/view?docid=574c4d9a-35f0-44ac-aaec-97d9330c2802)
* [Be a Customer Care Power House Index (008982)](https://thesource.cvshealth.com/nuxeo/thesource/" \l "!/view?docid=7b0390db-a2ed-4307-b9c5-b842130225e9)
* [Customer Care Abbreviations, Definitions and Terms Index (017428)](https://thesource.cvshealth.com/nuxeo/thesource/" \l "!/view?docid=c1f1028b-e42c-4b4f-a4cf-cc0b42c91606)

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