# Commercial and Medicare D eCare Escalation Process

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**Description:** This document outlines the eCare escalation process used by all Commercial and Medicare D eCare agents.

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| Informational Overview |

The eCare escalation process is to be used by all Commercial and Medicare D eCare agents to determine if a member is expressing dissatisfaction via email communication. The processes outlined will also be utilized if a member is requesting to file a complaint, has contacted eCare or Customer Care 3 or more times regarding the same issue, is low (5 days or less) or out of medication, is threatening legal action, or various other scenarios.

All Commercial and Medicare eCare agents are responsible for following the Email Escalation Flow Process, which is outlined in this document.

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| Categories |

A member may show dissatisfaction for any of the below categories:

* Benefits
* Confidentiality / Privacy
* Customer Service
* Enrollment / Disenrollment
* Fraud and Abuse
* Marketing
* Other
* Pharmacy Network
* Quality of Care

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| Identifying Dissatisfaction |

Although members sometimes write in explicitly informing us that they are frustrated or upset with our processes, services provided to them, plan design, etc., it is not necessary to assume that all issues should be escalated.  If subtle dissatisfaction is detected on the first or second communication (not just email) it is the responsibility of the eCare representative to determine whether the type of dissatisfaction a member is expressing warrants an escalation. A third communication with dissatisfaction, subtle or otherwise, should be escalated.

**Note:** For Medicare D members any dissatisfaction whether it can be resolved or not requires a grievance be filed.

If dissatisfaction is detected and you are able to assess that the resolution is well underway, or complete, you can provide a resolution with an apology and send the member a response detailing the actions being taken to resolve their issue without escalating, in most cases.  Often times we can classify this type of dissatisfaction as “minor dissatisfaction.”

If the member exhibits dissatisfaction and it is identified that the issue is still unresolved, has caused the member major inconvenience, or that the member has expressed via multiple communications that they are unhappy, we could classify this as major dissatisfaction.  Most often major dissatisfaction will be accompanied with continuous phrases of frustration, or with the member detailing their challenges. If the member is upset and the issue remains unresolved, the issue should be escalated.

If an eCare representative is able to resolve a member issue then in most cases, the issue will not need to be escalated.

**Note:** If a member provides a compliment for a specific representative, transfer the email to the Member Compliment’s box. If a member provides a specific complaint, or suggestion you are expected to follow the process outlined in the [Handling Member Complaints, Suggestions or Compliments](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=03e1a9ae-7ffa-4472-8204-64920f27615c).

The table below assists in determining some of the phrase’s members use to express dissatisfaction:

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| **Examples…** |
| Written expressions of dissatisfaction may include a variety of behaviors:   * **Profanity or typing in capital letters** * **A written statement of dissatisfaction from the caller, including words such as:**   + **I’m frustrated.**   + **I’m mad.**   + **Asking to file a complaint.**   + **Other expressions indicating unhappiness with some aspect of the plan.** * Expressions of Dissatisfaction which may be more subtle, such as statements of confusion with a situation or process: * **I don’t understand.** * **Why do I always have to…?** * **When are you going to…?** * **I’ve emailed/called (x number of) times about this.** |

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| Determining How to Respond to a Possible Email Escalation |

Always check Stop See comments, Member Level Comments, and the View Activity screen when researching member inquiries. Different departments may opt to document their interaction with a member in any of these areas.

Reference the table below or use the hyperlinks to quickly access specific information:

[Email received without dissatisfaction](#emailwoutdissatisfaction)

[Emails with pre-existing PRU or AAM involvement](#emailwithpreexisting)

[Emails received with dissatisfaction](#emailwithdissatisfaction)

[3rd member-initiated contact with eCare/Customer Care regarding the same issue with no dissatisfaction](#thirdmemberinitiated)

[Requests not to be contacted by phone](#phonecontact)

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| **Issue** | **Resolution** | |
| **Email received without dissatisfaction** | 1. Respond to the member inquiry by answering all questions. 2. Use all available resources to resolve the member’s issue. Be sure to personalize your response. 3. Document Compass with the information provided to the member, and reference interaction(s) with any other sources (SRT, QAC, AMM, CC, AM etc.)   **Examples:**   * Where is my order? * Is this medication covered? * Can you place my order on hold? | |
| **Emails with pre-existing PRU, AAM, CC or AM Involvement** | 1. If there is an open PRU, notes indicating active AAM Involvement, or if information has been submitted for CC or AM review **DO NOT CALL** and **DO NOT EMAIL** a response to the member.   If a Case Coordinator is getting involved for the first time as a result of the email you are currently work on, do not transfer to EVAD.   * Open PRUs will have a case number. * AAM interactions with a member will be located in the Member Level Comments. Sometimes, there will also be Stop See indicating the member is an Adopt a Member. * If CC or AM review has been requested the comments on the profile should reflect the outreach. * Do not transfer to EVAD if the CC or AM only assisted SRT with the issue or if Compass is reflecting that the case is closed.  1. Transfer the email to the EVAD box. The QAC will triage the email accordingly. 2. Document Compass with the information on the transfer, and reference interaction(s) with any other sources (SRT, QAC, AAM, CC, AM etc.) | |
| **Email Received** **with Dissatisfaction**     Any email in which the member is requesting supervisor, manager, additional leadership involvement, etc. will be considered an escalation. | One outbound attempt will be made to the member by the agent at the time dissatisfaction is identified.  **Exceptions:**   * **DO NOT** attempt to call the member if the member states they do not want called in the body of the email. * **DO NOT** attempt to call the member if the member selects “No” on the web form next to “Contact Me”.   Graphical user interface, text, application  Description automatically generated  Graphical user interface, text, application, email  Description automatically generated  Reference the table below or use the hyperlinks to quickly access specific information:  [Answers, utilize all available resources to resolve the issue. If the issue is resolved, **no further escalation is needed.**](#Nofurtherescalationneeded)  [Answers and you have utilized all available resources to resolve the issue, but the member wishes to**escalate**.](#Memberwishestoescalate)  [Does not answer and the issue **is not resolved**](#isnotabletoresolve)  [Does not answer and you were either able to **resolve the issue**, or the **issue has already been resolved**.](#issuealreadyresolved) | |
| **If the member…** | **Then…** |
| Answers, utilize all available resources to resolve the issue. If the issue is resolved, **no further escalation is needed.** | 1. Reply to the email inquiry:    * Apologize for the inconvenience.    * Include a reference to the call.    * Provide a recap of the solution and any pertinent information pertaining to the conversation you had with the member.   **Reminder:** Empathize with the member concerns and personalize the response.   1. Document in Compass with the following information provided to the member:    * Reference the call made (notate the date and time of the call.    * Reference the interaction with any other sources (SRT, QAC, AAM, CC, AM etc.) |
| Answers and you have utilized all available resources to resolve the issue, but the member wishes to**escalate**. | 1. Warm transfer the call to the Senior Team. Refer to [When to Transfer Calls to the Senior Team](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=9eef064d-c7d7-42f7-9026-1497496b4d51). 2. Reply to the original email inquiry, apologize for the inconvenience, and include a reference to the call. Empathize with the member concerns and personalize the response. Provide a recap of the inquiry that led to a transfer to the SRT in the email response. 3. Document Compass with the information provided to the member, reference the call made (notate date and time of call), and reference the interaction with any other sources (SRT, QAC, AAM, CC, AM etc.)   **Medicare D:** Warm transfer to Medicare D SRT. Refer to [When to Transfer Calls to the Senior Team.](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=9eef064d-c7d7-42f7-9026-1497496b4d51) |
| Does not answer and the issue **is not resolved** | 1. Leave a message on the answering machine, if applicable, apologize for any inconvenience, and state that we are reaching out to assist. Ask the member to contact Customer Care if they need further assistance and provide the appropriate customer service phone number. 2. Copy and paste the original inquiry into an email message in outlook.    * Add any additional notes you have on the communication.    * Include the Tracking ID in the subject line.    * Send the original email to the **eCare Escalation Tracking** in outlook.    * Summarize any actions you took towards solving the issue. 3. Reply to the original email inquiry, apologize for the inconvenience, and include a reference to the call you made to the member. Answer the member inquiry to the best of your ability with any and all information that may help the issue get resolved. If available, identify any actions you have taken towards resolving the member issue. Empathize with the member concerns and personalize the response.   **Commercial:** The member’s information, description of the member’s issue, and any other pertinent information will be forwarded by an eCare Senior Representative to the AM team.  Do not tell the member where the issue was forwarded.  **Medicare D:** The member’s information, description of the member’s issue and any other pertinent information will be forwarded by an eCare Senior Representative to the Med D AAM Team.   1. Add a note to Moxie in Notes while the email is in the Editor stating an outbound call was placed to the member, reference the call made (notate date and time of call), and reference the interaction with any other sources (SRT, QAC, AAM, CC, AM etc.). |
| Does not answer and you were either able to **resolve the issue**, or the **issue has already been resolved.** | 1. Leave a message on the member’s answering machine, if applicable, apologizing for any inconvenience and inform the member that the issue has been resolved. 2. Inform the member that we have replied to their email with the resolution. 3. Reply to the original email inquiry, apologize for any inconvenience, and include a reference to the call you made to the member. Empathize with the member concerns and personalize the response. Provide the member with the appropriate Customer Care phone number and ask that they contact us if they have any further questions. 4. Add a note to Moxie in Notes while the email is in the Editor stating an outbound call was placed to the member. 5. Document Compass with the information provided to the member, reference the call made (notate date and time of call), and reference the interaction with any other sources (SRT, QAC, AAM, CC, AM etc.) |
| **If the member…** | **Then…** |
| Indicates they **do not want to be contacted by phone**. All available resources have been utilized (Including QAC’s, Supervisors, and SRT) to resolve the member’s issue.  If the members issue is **resolved**, no further escalation is needed. | **Do NOT attempt to call the member.**   1. Reply to the original email inquiry and apologize for any inconvenience. Provide a recap of the solution within your email response. Remember to empathize with the member concerns and personalize the response. Provide the member with the appropriate Customer Service phone number and ask them to contact Customer Care for additional assistance. 2. Document Compass with the information provided to the member, note that member does not wish to be called on the issue, and reference the interaction with any other sources (SRT, QAC, AAM, CC, AM etc.). |
| Indicates they **do not want to be contacted by phone**. All available resources have been utilized to resolve the member’s issue, but the issue is **unresolved**. | **Do NOT attempt to call the member.**   1. Call SRT for assistance, if needed. Refer to [When to Transfer Calls to the Senior Team](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=9eef064d-c7d7-42f7-9026-1497496b4d51). 2. Copy and paste the original inquiry into an email message in outlook.    * Add any notes you have on the communication.    * Include the Tracking ID in the subject line.    * Send the original email to **eCare Escalation Tracking** in outlook.    * Summarize any actions you took towards solving the issue. 3. Reply to the original email inquiry and apologize for the inconvenience. Answer the member inquiry to the best of your ability with any and all information that may help the issue get resolved. If available, identify any actions you have taken towards resolving the member issue. Empathize with the member concerns and personalize the response.   **Commercial:** The member’s information, description of the member’s issue, and any other pertinent information will be forwarded by an eCare Senior Representative to the AAM team.  Do not tell the member where the issue was forwarded.  **Medicare D:** The member’s information, description of the member’s issue and any other pertinent information will be forwarded by an eCare Senior Representative to the Med D AAM team.  Do not tell the member where the issue was forwarded.   1. Add a note to Moxie in Notes while the email is in the Editor stating an outbound call was placed to the member. 2. Document Compass with the information provided to the member, reference the call made (notate date and time of call) and reference the interaction with any other sources (SRT, QAC, AAM, CC, AM etc.). |
| **3rd  member-initiated contact with Customer Care regarding the same issue with** **no Dissatisfaction**    **Note:**  This also includes any contact initiated by the member after the 3rd  contact via email, phone, mail, etc. | An outbound call will be made to the member on the 3rd contact. Additional outbound calls will be made with each additional member contact.   If the member is having a hard time getting a resolution via email, and it seems as though it is still unlikely that an email response will resolve the issue, please attempt to call the member prior to the 3rd contact.  **Exceptions:**   * **DO NOT** attempt to call the member if the member states they do not want called in the body of the email. * **DO NOT** attempt to call the member if the member selects “No” on the web form next to “Contact Me”.   Graphical user interface, text, application  Description automatically generated  Graphical user interface, text, application, email  Description automatically generated  Reference the table below or use the hyperlinks to quickly access specific information:  [Answers, utilize all available resources to resolve the member’s issue. If the member’s issue is resolved, n**o further escalation is needed**.](#ifnofurtherescalation)  [Answers and you have utilized all available resources to resolve the member’s issue, but the issue is **unresolved**.](#ifissueisunresolved)  [Answers and you have utilized all available resources to resolve the member’s issue, but the member wishes to **escalate**.](#memberwishestoescalate)  [Does not answer and you were either able to resolve the issue or the issue has already been resolved.](#doesnotanswer)  [Does not answer and the issue is not resolved.](#doesnotanswerandnotresolved) | |
| **If the member…** | **Then…** |
| Answers, utilize all available resources to resolve the member’s issue. If the member’s issue is resolved, **no further escalation is needed.** | 1. Reply to the original email inquiry and include a reference to the call. Provide a recap of the solution within your email repsonse and any pertinent information in regard to the conversation you had with the member. Remember to empathize with the member concerns and personalize the response. Provide the member with the appropriate customer service phone number and ask them to conact Customer Care. 2. Document Compass with the information provided to the member, reference the call made (notate date and time of call), and reference the interaction with any other sources (SRT, QAC, AAM, CC, AM etc.) |
| Answers and you have utilized all available resources to resolve the member’s issue but the issue is**unresolved**. | Warm transfer the call t the Senior Team. Refer to [When to Transfer Calls to the Senior Team](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=9eef064d-c7d7-42f7-9026-1497496b4d51).   1. Reply to the original email inquiry and:    * Apologize for any inconvenience.    * Include a reference to the call.    * Provide a recap of the inquiry that led to a transfer of the SRT. Empathize with the member concerns.    * Personalize the response.    * Provide the member with the appropirate Customer Care phone number and ask them to contact Customer Care. 2. Document Compass with the information provided to the member, reference the call made (notate date and time of call), and reference the interaction with any other sources (SRT, QAC, AAM, CC, AM etc.). |
| Answers and you have utilized all available resources to resolve the member’s issue, but the member wishes to **escalate**. | Warm transfer the call t the Senior Team. Refer to [When to Transfer Calls to the Senior Team.](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=9eef064d-c7d7-42f7-9026-1497496b4d51)   1. Reply to the original email inquiry, apologize for any inconvenience, and include a reference to the call. 2. Provide a recap of the information obtained that led to the transfer to the SRT, and any additional information provided to the member. Empathize with the member concerns and personalize the response. 3. Document Compass with the information provided to the member, reference the call made (notate date and time of call). |
| Does not answer and you either able to **resolve the issue** OR the **issue has already been resolved**. | 1. Leave a message on their answering machine, if applicable, stating we are reaching out for further assistance, apologize for any inconveniene, and inform the member that the issue has been resolved. 2. Reply to the original email inquiry, apologize for any inconvenience, and include a reference to the call you made to the member. Provide a recap of the solution within your email response, empathize with the member concerns and personalize the response. Provide the member with the appropriate Customer Care phone number and ask that they contact us if they have any further questions. 3. Add a note to Moxie in Notes while the email is in the Editor stating an outbound call was placed to the member. 4. Document Compass with the information provided to the member, reference the call made (notate date and time of calls), and reference the interaction with any other sources (SRT, QAC, AAM, CC, AM etc.) |
| Does not answer and the issue **is not resolved**. | 1. Leave a message on the answering machine, if applicable, apologize for any inconvenience, and state that we are reaching out to assist. Ask the member to contact Customer Care if they need further assistance, and provide the appropriate customer service phone number. 2. Copy and paste the original inquiry into an email message in outlook.    * Add any additional notes you have on the communication.    * Include the Tracking ID in the subject line.    * Send the original email to **eCare Escalation Tracking** in outlook. 3. Summarize the actions you took towards solving the issue. 4. Reply to the original email inquiry, apologize for the inconvenience, and include a reference to the call you made to the member. Answer the member inquiry to the best of your ability with any and all information that may help the issue get resolved. If available, identify any actions you have taken towards resolving the member issue. Empathize with the member concerns and personalize the response. |
| **If the member…** | **Then…** |
| Indicates they **do not** **want contacted by phone.** You have utilized all available resources (Including QAC’s, Supervisors and SRT) to resolve the member’s issue. If the member’s issue is**resolved**, no further escalation is needed. | **Do NOT attempt to call the member**   1. Reply to the original email inquiry and apologize for any inconvenience. Provide a recap of the solution within your email response. Remember to empathize with the member concerns and personalize the response. Provide the member with the appropriate customer service phone number and ask them to contact customer care for additional assistance. 2. Document Compass with the information provided to the member, note that the member does not wish to be called on the issue, and reference the interaction with any other sources (SRT, QAC, AAM, CC, AM etc.). |
| Indicates they **do not** **want contacted by phone.** You have utilized all available resources to resolve the member’s issue, but the issue is**unresolved**. | **Do NOT attempt to call the member**   1. Call the SRT for assistance, if needed. Refer to [When to Transfer Calls to the Senior Team](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=9eef064d-c7d7-42f7-9026-1497496b4d51). 2. Copy and paste the original inquiry into an email message in outlook.    * Add any additional notes you have on the communication.    * Include the Tracking ID in the subject line.    * Send the original email to eCare Escalation Tracking in Outlook.    * Summarize asny actions taken towards solving the issue. 3. Reply to the original email inquiry and apologize for any inconvenience. Provide a recap of the solution within your email response. Remember to empathize with the member’s concerns and personalize the response. Inform the member to contact Customer Service for additional assistance. Provide the member with the appropriate number so that they may reach out to Customer Service. 4. Document Compass with the information provided to the member, note that the member does not wish to be called on the issue, and reference the interaction with any other sources (SRT, QAC, AAM, CC, AM etc.). |

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| eCare Escalation Tracking and EVAD Responsibilities |

The representative(s) assigned to work emails from the **eCare Escalation Tracking** and **EVAD** boxes are also responsible to work all pre-existing PRU or AAM involvement issues. Representatives are responsible for triaging escalated emails that are emailed to the eCare Escalation Tracking box.

Reference the table below:

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| **Issue** | **Resolution** | |
| **An escalated email or a repeat contact email is sent to the eCare Escalation Tracking box** | 1. Log the email tracking information into the escalation tracking sheet. 2. Determine if the issue presented truly needs to be escalated or if an outreach is needed by the AAM team. 3. If there is no need to escalate the issue further because it has been resolved, please email the representative that submitted the issue and copy the eCare escalation tracking, briefly explaining why there is no need to escalate further. | |
| **If…** | **Then…** |
| The representative was able to offer a resolution to the member or provided a resolution for the member, the email will not need to remain escalated.  **Exceptions may include but are not limited to:** Member stating that the issue was sent to the company (Karen Lynch, etc.) or a lawyer.These issues will need to remain escalated. | If the issue does not warrant escalation, send a reply to the representative and state why the issue does not need to be escalated.  Copy the eCare representative’s supervisor and the eCare Escalation Tracking mailbox. |
| We were not able to offer the member a resolution or resolve the issue.  This may include instances in which the member has received conflicting information that is causing a delay in issue resolution.  Or, if the member has gotten the run around and we have caused additional distress and confusion. | 1. Log the escalation tracking sheet with the indicator that AAM involvement will be initiated. 2. The Senior eCare Representative will forward the member’s information, description of the member’s issue, and any other pertinent information to the AAM team via Outlook at AAM Mailbox [AAMMailbox@CVSHealth.com](mailto:AAMMailbox@CVSHealth.com) OR AAM\_MedDInbox [AAM\_MedDInbox@CVSHealth.com](mailto:AAM_MedDInbox@CVSHealth.com). 3. Note the transfer of the issue to the AAM in View Activity and in MBR level comments and enter the following information:    * “Escalated email received from member on (insert date). Email has been forwarded to AAM for review and member will be contacted by AAM per eCare escalation process.” |
| **An email with pre-existing PRU, AAM, CC, or AM involvement transferred to the EVAD box.** | 1. Forward all information to necessary parties involved in the case. 2. Reply to the member, informing them we forwarded their information to the appropriate department. 3. Document Compass with the information provided to the member and reference the interaction with any other sources (SRT, QAC, AAM, CC, AM etc.). | |

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| Related Documents |

**Parent Document:**[CALL 0045 Customer Care Web Support Email Response and Handling](https://policy.corp.cvscaremark.com/pnp/faces/DocRenderer?documentId=CALL-0045) & [CALL 0011 Authenticating Caller](https://policy.corp.cvscaremark.com/pnp/faces/DocRenderer?documentId=CALL-0011)

**Abbreviations/Definitions:**[Customer Care Abbreviations, Definitions, and Terms](https://thesource.cvshealth.com/nuxeo/thesource/#!/view?docid=c1f1028b-e42c-4b4f-a4cf-cc0b42c91606)

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