

ARKANSAS BREASTCARE VIDEO CASE STUDY

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Abstract: An above-and-beyond story of a call center employee who helped a Stage 4 cancer patient in a program that offers cancer screening for low-income women.

John Herzog: Our primary business here is with the Department of Health and Human Services.


John Herzog: (*Super: EDS Client Delivery Executive, BreastCare – State of Arkansas*) We have the Medicaid contract, which we've held since 1985. We started integrating the BreastCare program into our claims processing system here, and we were able to take advantage of that and do it for a cost that was right for the client.

Unidentified Worker: (*Super: None*) Okay, would you hold the line for me please? Thank you.

Terri Withers: (*Super: EDS Enrollment Operations Analyst, BreastCare – State of Arkansas*) It's woman wellness screening. It gets you clinical breast exams, PAP smears if you've not had a hysterectomy, and a mammogram and any follow-up needed if those tests come back abnormal.

Barbara Hager: (*Super: Program Director, BreastCare – State of Arkansas*) It's a mini-insurance program for women who are underinsured or uninsured, and we provide those services. EDS was able to put in the critical cog that provided high-quality front-line services to our patients and to our clients.

Chrissy Cook: (*Super: EDS Project Manager, BreastCare – State of Arkansas*) Every year we enroll over 5,000 new women into the program.



John Herzog: We run their claims processing. We process those claims for the providers and we pay the providers according to the rules of the BreastCare program. We operate the call center, where clients call in and try to find out whether or not they're eligible for the BreastCare program.

Chrissy Cook: We've been able to process over 663,000 calls, and we average around 105,000 a year.

John Herzog: The application we developed is easy for our enrollment analysts to use. We're able to talk with clients very quickly and get the information they need very quickly, and able to determine their eligibility right on the spot.

Barbara Hager: What impresses me about the EDS staff is that they recruit people who have a heart, and it shows when they answer the phone and they start working with the women.

Terri: *(Super: None)* BreastCare, this is Terri. May I help you?

Diane Lee: *(Super: Client, BreastCare – State of Arkansas)* She was someone on the other end of the phone, with feelings, compassion. Like she was going through what I was going through. But nobody knows how that feeling is until a doctor tell you that you got cancer and it's in the last stage, and you got to pray to God to live.

Terri: I'd call her like every other week to check on her.


Terri: Hey.

Diane Lee: If it's not my angels.

Diane Lee: She — is my angel. She gave me inspiration to go on.

Diane Lee: Girl, this is like a dream.

Barbara Hager: It's the attitude that the EDS staff bring into it. They bring the human element into it. They don't treat it as a job.



Chrissy Cook: That's what we're here for; we help those women. We schedule their appointments, we enroll them into the program. We're not just a call center, we are here to help women day in and day out to improve their life when they do have a cancer diagnosis.

Barbara Hager: It's not that EDS just delivered on the contract. They were above and beyond the contract. Each and every day you can get up, go to work, and you know a woman's being helped, you know many women are being helped, and the system works. If you create the system and you create it right, it works. And EDS has been a big part of that.

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