



Group Medicare Insights: The Humana difference

There's no substitute for great service

Angela Handa, National Sales Executive,
Group Medicare at Humana

I've been going to the same CPA to do my income taxes for as long as I can remember, and do you know why? Because she is not only great at her job, but provides outstanding service. She answers all my questions and tailors her recommendations to my exact needs.

You probably have examples in your life or business where the level of service you receive makes someone irreplaceable. That's what many of Humana's customers say about us.

One large manufacturing technology company has been entrusting us with its Group Medicare Advantage program since 1992. It's possible some of their human resources employees were not even born yet when the company started its relationship with Humana! That makes me chuckle a little, but it's certainly a testament to Humana's customer service.

I remember another group that was with us for six years, then went to a competitor, but returned in just a few months. This is actually not an uncommon experience. Sometimes, even a small difference in cost is not worth it to a plan sponsor if it means sacrificing the personal attention from their seasoned team with Humana.



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If you are someone who manages a Group Medicare Advantage plan on behalf of your retirees, you probably know what I mean. When you get responsive, tailored support, you can feel confident that your retirees are being well taken care of, too.

In our culture here at Humana, our members—your retirees—are everything. We try to think about every single member like they're our mom or our dad. What would you want for your parents? How would you want them to be treated? What kind of care do you want them to have? That's how we think.

As a plan sponsor with Humana, you have a concierge specialist assigned to you, meaning you have one point of contact that can resolve any issue. They're your lifeline. Some companies have found that when they leave and try another provider, it's tough living without that.

A couple of years ago, a large plan sponsor wanted to switch their retiree coverage to Humana. They challenged us to provide an electronic health summary similar to what their retirees received from their doctors, providing an all-inclusive activity record. In response, we pulled together teams from across the Humana enterprise, led by the experience transformation team, and our new

MyHealthSummary was born. The summary provides an electronic health record to our Group customers and will eventually roll out to all our members. We've now created an industry-differentiating experience for our retirees, thanks to our productive partnership with that one plan sponsor.

You can choose to take my word for it with these examples, but Humana also has its own share of third-party accolades to back it up. Forrester recognized us four years in a row for the best customer experience and recently, the American Customer Satisfaction Index put us at the top of all health plans.

External validation reminds me that we're doing things the right way. These third parties are taking notice, but more importantly, our members and plan sponsors are taking notice, too.

When you think about everybody as a human being or a family member, that gives you the perspective you need to treat each member as well as you can. So, we're going to do everything in our power to make sure they get their medications, get to the right doctor, and have every opportunity to pursue their best health.

It's hard to put a price on stellar customer service, but you certainly know it when you experience it.

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