

# 2010 Customer survey results

*Customer First is more than a slogan*



When it comes to service, UMR, a UnitedHealthcare company, knows that taking care of plan members is first and foremost the right thing to do for them as well as for the plan sponsors. Simply put, taking care of members is taking care of customers.

We have built support to provide members with accurate, fast and compassionate service through Customer Service Analysts (CSAs)—who answer the phones and pay claims so they have all the information they need to respond quickly to a call. The CSAs are joined by Customer Specialists who solve day-to-day claim issues and work with experts throughout UMR to maintain quality in our daily operations. Care management nurses as well as disease management and wellness coaches provide members with ongoing support to live as healthy a life as possible. Our pharmacy services partner, Prescription Solutions, has dedicated UMR resources and user-friendly Web and mobile tools to boost member compliance. UMR also has strong online tools to help members keep track and understand their benefits and monitor not only their claims but their own health.

On the plan sponsor side, each customer has a dedicated Strategic Account Executive (SAE) who becomes an expert on that client's

culture, objectives, benefit strategy and expectations. Client Service Consultants support the SAE and, of course, the client in service delivery and are key facilitators for tracking, fact gathering and delivering reports, contracts, plan summaries and ID cards. Care management SAEs and Prescription Solutions SAEs join the team to take care of specific product issues or questions.

This model embeds accountability across the service team and we continually monitor our efforts to ensure we are on track with your expectations and our promises.

## Satisfaction Survey

Our annual Customer Satisfaction Survey regularly shows this model is working. In 2010, 91 percent of our customers who responded praised UMR account management and customer service staff for their knowledge and problem-solving skills.\*

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According to our 2010 customer satisfaction survey, **95 percent** of our customers would recommend UMR to another organization.

\* 2010 UMR customer satisfaction survey and results conducted by Marketing Research Services, Inc. (MRSI)



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**But don't just take our word for it. This is what some of our customers had to say about us:**

"Our service group is great to work with. UMR's online resources are very good and include many detailed reports."

— Customer in Iowa

Two out of three customers reported they were extremely satisfied and nine out of 10 customers would recommend UMR to other health plan sponsors.

"Friendly, professional employees who respond to inquiries quickly"

— Customer in Wisconsin

"The claims process just works! I am pleased with how quickly and accurately claims are processed."

— Customer in Washington

"The flexibility UMR provides in working with our plan design allows for maximum benefits to our employees."

— Customer in Wisconsin

"It was an easy transition from our previous plan. They are professional and always respond in a very timely way to any questions or issues that arise."

— Customer in Wisconsin

We know this is YOUR plan, not ours. We'll work with you to design a plan that works for your needs. We'll help you monitor plan performance and give your plan members relevant 24/7 information to help them take greater control of their health and become smarter health care consumers.

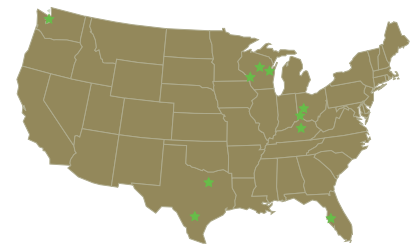
**Find out more by contacting your UMR representative or visit [www.umar.com](http://www.umar.com).**

"The philosophy of providing services that meet company goals and culture—not the 'one fits all' business mentality sets UMR apart."

— Customer in Texas

"The rapport I have with the SAE and her readiness and willingness to help at all times is what I like best. I like her ability to be proactive and responsive to our business needs."

— Customer in Ohio



## Service Locations

No matter where you're located, we're probably close by. We have offices across the country with major service centers in 10 locations.

- **Florida** – Tampa
- **Kentucky** – Lexington
- **Ohio** – Cincinnati, Dayton
- **Texas** – Dallas, San Antonio
- **Washington** – Bothell
- **Wisconsin** – Green Bay, Onalaska, Wausau



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