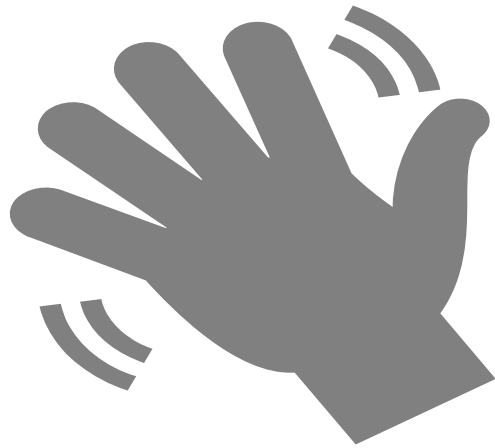


Grow Your Contact Center with URAC Accreditation



Thursday, June 20, 2024

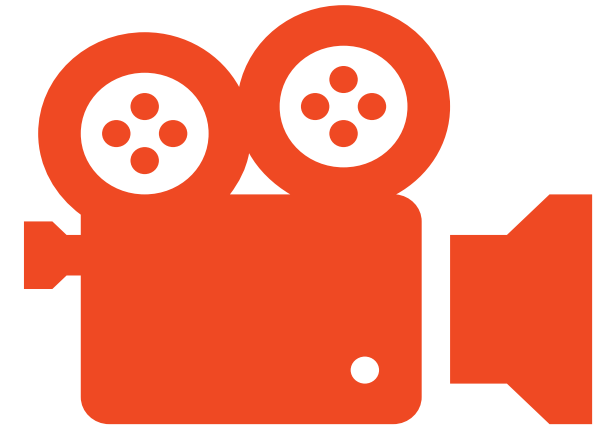
Before We Get Started



Introduce yourself in the chat box and tell us what organization you're with



Message Lisa Silverman for any technical issues



We're recording and you'll get the link within a week



Jeff Wussow

Business Development
Executive



Diane Sacco, DNP

Product Development
Principal



Lisa Silverman, MA

Education Specialist

Today's Presenters

Agenda for Today

Welcome and
Introductions

About URAC

Accreditation
Process

Standards for
All Programs

Standards for
Health
Contact
Center

Questions

Getting to Know You

What type of organization do you represent?
Who is your organization's primary client?



About URAC

Jeff Wussow

About URAC

We have *almost 35 years of experience* as an accreditor

We believe in growth through *education and quality improvement*

We understand that *excellence looks different* in every organization

We know *partnerships are the key* to our work



Some of Our Partners



NATIONAL
MINORITY QUALITY
FORUM



American Hospital
Association

NAIC

CTeL

TELEHEALTH | RESEARCH | POLICY | ACTION



BlueCross
BlueShield
Association

AMA
AMERICAN MEDICAL
ASSOCIATION

amazon

AMERICAN
PSYCHIATRIC
ASSOCIATION



AHIP



ABHW

Examples of URAC's Programs



Digital Health

- Telehealth
- Remote Patient Monitoring
- Telehealth Support Services
- Health Website
- Health Content Provider



Patient Care Management

- Health Utilization Management
- Independent Medical Examination
- Independent Review Organization
- Case Management
- Health Contact Center
- Disease Management
- Workers' Compensation Utilization Management



Administrative Management

- Health Care Management
- Clinically Integrated Network
- Patient-Centered Medical Home
- Provider- and Employer-Based Population Health
- Credentials Verification Organization



Pharmacy

- Infusion Pharmacy
- Medicare Home Infusion
- Mail Service Pharmacy
- Rare Disease
- Pharmacy Benefit Management
- Pharmacy Services
- Specialty Pharmacy
- Specialty Pharmacy Services



Mental Health and Substance Use Disorder (MH/SUD) Parity

- ParityManager™
- MH/SUD Parity



Mental Health at Work



Health and Dental Plan

- Health Plan and Marketplace
- Medicaid Health Plan
- Medicare Advantage
- Dental Plan
- Health Network
- Dental Network



Health Equity

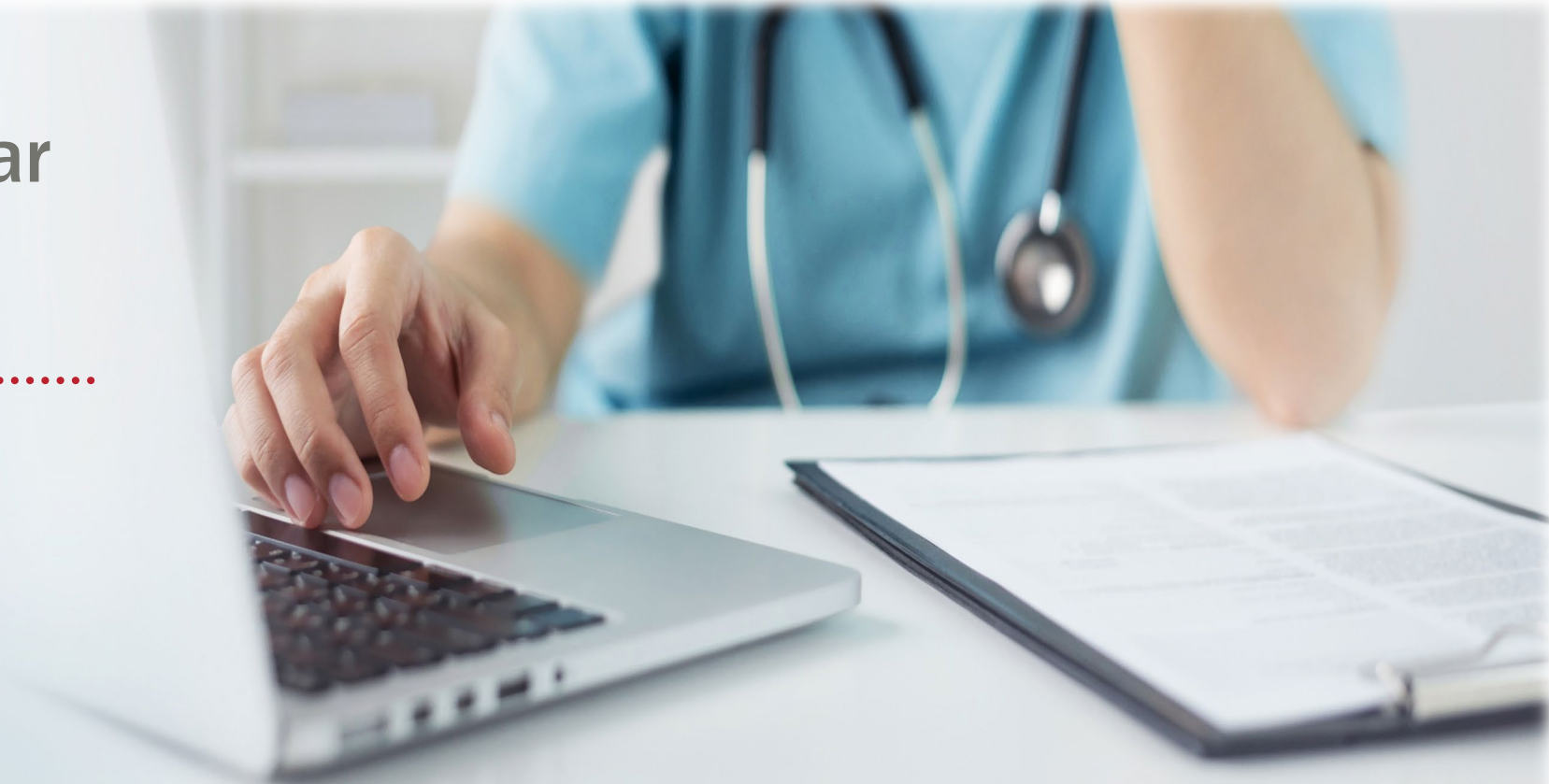
Some of Our Clients



Regulation and Accreditation

Regulation sets the bar
for safety

Accreditation sets
the bar for quality





Provides a
quality
framework



Ensures
continuous
quality
improvement



Independent,
third-party
verification of
a quality
program

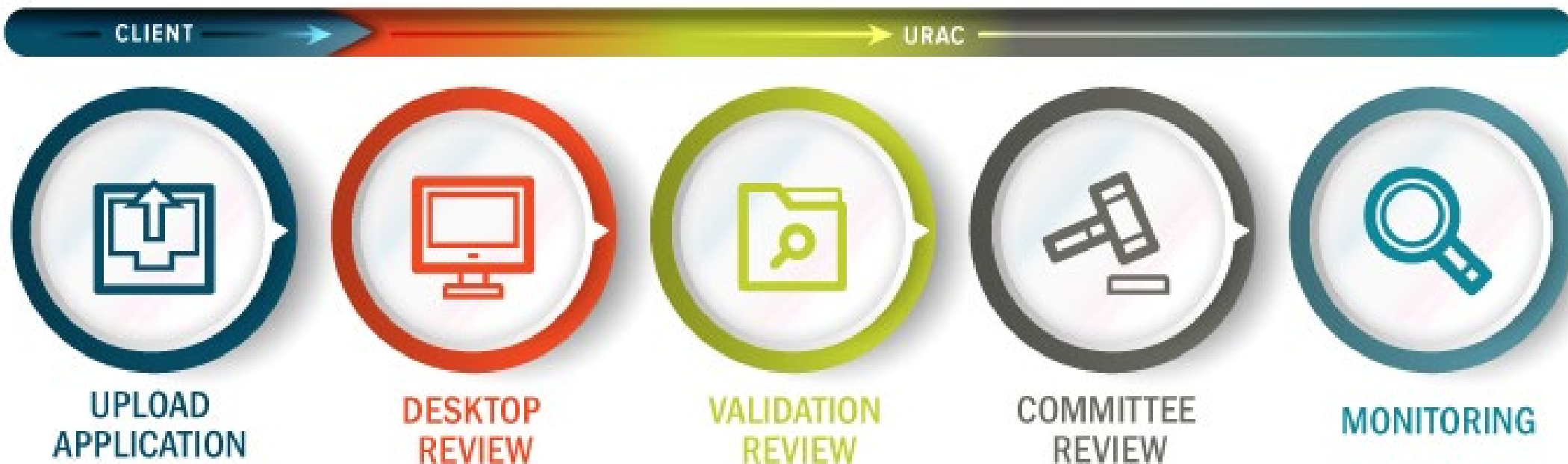


Demonstrates
leadership
and initiative
in a growing
field

*Leaders and teams use accreditation to
improve performance and demonstrate value*

Accreditation Timeline

URAC's updated and streamlined standards allow organizations to earn accreditation in as little as six months



Health Contact Center Accreditation

Diane Sacco

Health Contact Center: Two Modules

Clinical



Performs health triage and clinical support services

Non-Clinical



Performs non-clinical incoming/outgoing communications in support of health care organizations

Organizations may apply for one or both modules and may add a second module at any time.

Foundational Focus Areas

Risk Management

- Information systems, business continuity plan, adherence to laws and regulations

Operations

- Staff hiring, development, management and clinical leadership

Consumer Protection

- Consumer privacy, health literacy, safety protocols

Performance Monitoring

- Quality structure, data collection and evaluation

Measures

- Annual reporting to URAC

Program Focus Areas: Non-Clinical Module

PROGRAM MANAGEMENT



Program goals and evaluation, technology and clinical decision support tools

STAFFING



Requirements for clinical and nonclinical staff and escalation policies

INDIVIDUAL CONSUMER INFORMATION



Information you collect, how you collect it and who gives the information

COMMUNICATION PROCESS AND MONITORING



How you communicate with consumers and providers including staff identification, consent processes and cultural competency

PERFORMANCE MONITORING



How you track what you're doing and that you have oversight by a quality management body

Program Focus Areas: Clinical Module

All of the standards for the non-clinical module PLUS:

**COMMUNICATION PROCESS
AND MONITORING**



Your analysis of the outcomes from your clinical triage interactions

**COMMUNICATION PROCESS
AND MONITORING**



Communicating with clinicians for continuing care and treatment

PERFORMANCE MONITORING



Who responds to clinical inquiries

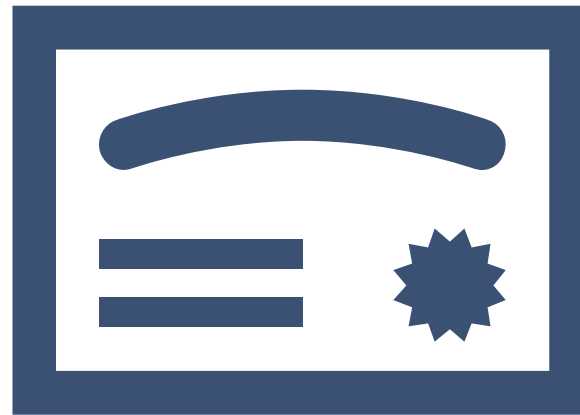
After Accreditation

Jeff Wussow

Using Your Accreditation



Marketing guide to promote your accreditation in RFPs, social media and news outlets



Physical certificate sent to location of your choice



Digital seal for use on your website

Next Steps

Health Contact Center Accreditation



Want more info now?
Want more info later?
Let us know in the poll!

Jeff Wussow: JWussow@urac.org

<https://www.urac.org/accreditation-cert/health-contact-center-accreditation/>

Webinar: The Basics of Writing Policies and Procedures

Friday, June 21
2:00 p.m. Eastern



<https://www.urac.org/events/upcoming-events/>

Connect with URAC

Sales and New Accreditation Inquiries

202-216-9413

businessdevelopment@urac.org

Client Relations Inquiries

202-326-3942

clientrelations@urac.org

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