

From Errors to Efficiency:

How an Insurance Provider Saved \$6 Million during Medicare AEP with DDG's Data Solutions Challenge







The Healthcare Insurance Provider was suffering serious data issues:

-  Mailing deceased spouse
-  Prospects received duplicate copies of same offer
-  Member did not receive notice—undeliverable address
-  Soliciting person already in a nursing home

The data issues led to financial repercussions as well as negative consumer reactions and complaints.








Analysis

DDG processed our data preparation service that we use to establish our single consolidated view, the “golden record” for a consumer in a Snowflake lakehouse.

-  Accurate Name Parsing & Validation including hyphenated last names
-  Phone & Email Standardization with some email syntax correction
-  USPS CASS Standardization & Correction + correct county assignment
-  USPS National Change of Address
-  Terrestrial ID Assignment: **Person, Family, Postal**
-  Email Digital ID Assignment: **Person, Family, Email**
-  Email Graph ID Resolution to Terrestrial: **Email Reverse Lookup -> Person, Family, Postal**
-  Suppression Flagging: **Individual Deceased, ANA Preference, Nursing Home resident, Prison address, foreign address, and other non-deliverable addresses**

Results

20 percent of the prospect dataset had at least one quality issue that DDG corrected or flagged.

-  Incorrect/incomplete address
-  Moved no new address
-  Moved with new address provided
-  Deceased
-  Duplicate data – person
-  Duplicate data – address
-  Nursing home or other address that should not be mailed

Client used a first-class postcard to verify the impact of the corrections.

ROI

With an annual marketing volume of 60 million mailed consumers, the client reported saving \$6 million in that budget year by eliminating 12 million ineffective mail pieces. Additionally, the number of consumer complaints to regulators, company executives and the call center decreased significantly. A win/win.