

# SelectQuote Case Study



## EMSI Provides Exceptional APS Retrieval Services to SelectQuote for Over 25 Years

### Company background

SelectQuote is a leading provider of term life insurance through the direct marketing channel. In 1985, SelectQuote pioneered the buying of term life insurance by phone and has since migrated to the ever-growing internet sales channel. With 250 employees and policy issuance from twelve separate carriers, SelectQuote is on the fast track to continued growth over the next several years.

### Partnering for success

SelectQuote's partnership with EMSI (then PMSI) dates back to 1985, when SelectQuote first began its operations. For over 25 years, EMSI has been providing exceptional Attending Physician Statement (APS) Retrieval Services. SelectQuote chose EMSI because of the company's ability to handle the workload, as well as provide responsive and personalized support.

With just four SelectQuote cases managers working on a caseload of over 3000 APSs per month, EMSI created a personalized and dedicated support team to help alleviate SelectQuote's workload, while also leveraging technology to automate communication as much as possible. To manage the overall relationship, EMSI assigned one of their highly experienced strategic relationship managers to the account. The strategic relationship manager ensures that the overall business is running smoothly, while also providing reporting metrics and quickly resolving any outstanding issues.

The day-to-day management of SelectQuote's cases is handled by EMSI's APS Specialist team. This team is dedicated to aggressively managing cases and communicating with SelectQuote's case managers on a daily basis. "Our case managers have a great relationship with EMSI," said Hal Gebretsadik, Manager New Business, SelectQuote. "EMSI is very responsive when our case managers call or email with questions and concerns." In addition to daily communication from EMSI's APS Specialist team, status updates are automatically sent to SelectQuote's case management team through a NAILBA data feed.

In order to retrieve as many APSs as possible for SelectQuote, EMSI also utilizes a unique internal team that specializes in obtaining information and special authorization from applicants when their medical records cannot be retrieved with the initial authorization provided. With the help of this team and EMSI's APS Specialist team, over 89% of SelectQuote's APSs are retrieved.

### Case Study Highlights

#### Company

SelectQuote, San Francisco, CA

#### Industry

Insurance Services—Direct Marketing

#### EMSI service provided

APS Retrieval Services

#### Statistics

- ✓ 25 year partnership
- ✓ 3,000+ APSs per month
- ✓ 8.4 business days—average cycle time
- ✓ 89% of APSs retrieved



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### Providing exceptional APS Retrieval Services

In addition to providing SelectQuote with an experienced and dedicated support team, EMSI has also created an effective APS process, combining the art, science and technology of retrieving APSs to provide SelectQuote and others with fast and reliable APSs. Here's a glimpse at what EMSI does to provide the best in APS Retrieval Services.

- ✓ Uses performance-based pay for APS specialists to provide APSs in an average of 10 business days or less
- ✓ Quickly finds doctors by using their database of 800,000 medical providers and offices
- ✓ Faxes APS requests to medical facilities over 50% of the time to reduce processing time
- ✓ Pre-pays medical facilities by credit card in over one-third of requests to reduce check processing wait time
- ✓ Utilizes their database of over 18,000 special authorization forms instead of waiting for a facility-required form to further reduce processing time

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- Hal Gebretsadik,  
Manager New Business,  
SelectQuote

### A partnership that will continue

SelectQuote is very pleased with the service that EMSI has provided over the past 25 years. With dedicated support, the expertise of experienced staff and an efficient process, EMSI has been providing APSs to SelectQuote in an average of eight business days. And of course cycle time is important, but with just four SelectQuote case managers, support and communication are just as important. "With EMSI, our case managers know where our APSs are at every step of the way," said Hal, SelectQuote.

EMSI looks forward to continuing to provide SelectQuote with exceptional support and service, while always looking at new ways to make the APS Retrieval process even more efficient.

#### About EMSI

EMSI provides leading-edge medical information, risk management and investigation services to support informed, reliable business decisions in the insurance, legal, healthcare and business communities. Building on 35 years of unwavering commitment to outstanding customer service, continuous quality improvement and creative service options, we partner with our customers to increase profits, enhance productivity and promote rapid growth. [www.emsinet.com](http://www.emsinet.com)