

CASE STUDY

Bridging Language and Trust: How Culturally Aligned CX Drove Medicare Member Engagement



About The Client

A leading Medicare Advantage provider serving diverse Asian American populations needed to reimagine how it connected with its members. While their health plan offered a unique blend of Western clinical care and Eastern wellness philosophies, language and cultural barriers were stifling member outreach, especially around Annual Wellness Visits (AWVs) and preventive care initiatives.

Their mission was clear: to deliver healthcare with heart and cultural harmony. But in practice, they lacked the CX infrastructure to engage their members in-language, in-culture, and with empathy.

Challenges

Despite a strong member offering, the client was struggling to meet engagement goals across key quality and retention metrics. **The core issues included:**

- **Language Gaps:** Limited availability of Mandarin, Cantonese, and Korean-speaking agents hindered member communication.
- **Cultural Disconnects:** Standard support models failed to reflect members' values, wellness expectations, or care preferences.
- **Wellness Visit Drop-offs:** Preventive care participation—especially for Annual Wellness Visits—was far below benchmarks.
- **Member Trust:** Without culturally fluent support, many members hesitated to ask questions, schedule visits, or explore plan benefits.

Action Plan Deployed

Fusion CX launched a customized solution built on cultural intelligence and multilingual precision.

1 In-Language Support: Deployed inbound and outbound agents fluent in Korean, Mandarin, and Cantonese.

2 Culturally Competent Staffing: Hired representatives with deep ties to the communities served—offering familiarity, not just fluency.

3 CX Alignment with Eastern Wellness Models: Mapped engagement scripts and training materials to reflect the client's hybrid care approach.

4 Proactive Outreach for AWWs: Focused campaigns to educate and nudge members toward scheduling their Annual Wellness Visits.

Outcomes

The results were not just positive—they were transformative.

- **6x Increase in Call Volume:** Demonstrated that members responded when they felt understood.
- **250% Increase in Wellness Visit Engagement:** Preventive care uptake surged with targeted outreach.
- **5x Productivity Jump in 30 Days:** Agents connected faster and handled more calls without compromising quality.
- **98% QA Score:** Achieved near-perfect quality ratings within the first month, against a target of 85%.
- **Expanded Provider Network:** 15,000+ providers joined the network, fueled by higher member satisfaction and engagement.

Together, the client and Fusion CX proved that language isn't a barrier—it's a bridge. With the right cultural context, even the most underserved member segments can become empowered healthcare decision-makers.

KEY TAKEAWAYS

- Representation drives engagement. In-language agents with cultural fluency can radically increase member trust and interaction.
- Preventive care starts with outreach. When members are guided in familiar terms, participation in Annual Wellness Visits and screenings improves dramatically.
- Productivity and empathy can coexist. Operational efficiency doesn't require sacrificing patient-centric conversation—especially with the right training.
- Culture is strategy. For diverse Medicare populations, culturally aligned CX is not an add-on; it's the foundation of successful care engagement.
- Multilingual support isn't a checkbox—it's a growth lever. The right linguistic investments can lead to expanded networks, improved Star ratings, and long-term loyalty.