

**Community Mental Health Affiliation
of Mid-Michigan**

PROCEDURE: 3.3	Page 1 of 4	SUBJECT: Customer Service
Related Policy: 3.0		SUBJECT: Recipient/Enrollee Rights
Issuing Directors: Director of Quality, Customer Service and Recipient Rights, and Director of Affiliation Operations		Original Effective Date: 02-17-06

REVISED DATE

Review Date(s)

3/5/07					
3/6/08					
2/26/09					

I. PURPOSE:

To ensure that the Customer Service Department provides timely, accurate, linguistically understandable and culturally competent services to consumers of Community Mental Health Affiliation of Mid Michigan (CMHAMM) and their families. CMHAMM delegates the responsibility for Customer Services to its providers.

II. STANDARDS:

The following Federal and State statutes establish the standards for CMHAMM's Out-of-Network Services procedures:

- A. 42 CFR 438.10: Information Requirements
- B. 42 CFR 438.400: Appeals and Grievances
- C. MA Contract 6.3: Customer Services

III. DEFINITIONS:

Customer Services:

Providing the highest quality services to meet the needs of our internal and external customers according to PIHP policies and procedures, State and Federal rules, laws and regulations, Accrediting body standards.

IV. PROCEDURES:

A. Characteristics of good customer service:

1. Customers will be served in a responsible manner:
 - a. Promptly.
 - b. Correctly in accordance with laws, rules, and policies.
 - c. Carefully by considering all relevant facts and factors in the decision-making process.
2. Customers will be served in a reasonable manner:
 - a. With respect.
 - b. With empathy, listening and understanding of their needs and concerns.
 - c. Using common sense in any decisions

- d. By simplifying any procedures, forms, etc.
 - e. Providing clear and concise information within the scope of the position.
 - f. Referring customers to others as appropriate.
 3. Customers will be served in a fair manner:
 - a. Customers in similar circumstances will be treated in a like manner.
 - b. Customers will be given reasons for decisions and possible results of those decisions.
 - c. Customers will be informed about the progress of their concerns.
 4. Customers will be served in an impartial manner:
 - a. Making decisions based on relevant laws, rules and policies.
 - b. Without bias and with cultural sensitivity, regardless of age, sex, physical appearance, ethnic origin, culture, language, religion, sexual orientation, social status, affiliations or prejudice.
 5. Customers will be served in a positive manner:
 - a. Remaining calm and positive in interactions.
 - b. Admitting and correcting mistakes and offering apologies when appropriate.
 - c. Offering assistance when the customer is not clear about proper procedures, or services available.
 - d. Taking complaints as an opportunity to improve services.
 - e. Striving for continuous improvements to customer services.
- B. Responsibilities of Customer Service:
1. Orient new consumers and their families to the services and benefits available.
 2. Orient new consumers on how and where to access needed services.
 3. Assist consumers and their families with problems and questions regarding benefits.
 4. Complete Customer Service contact logs correctly and on time.
 5. Assist consumers and their families in filing grievances and appeals.
 6. Handle and document all grievances and appeals rapidly and completely, following CMHAMM and MDCH policies and procedures.
 7. Log, track and store all voice, electronic and paper communications.
 8. Assure that cultural and language needs are met when interacting with consumers.
 9. Accommodate for consumers with physical disabilities, hearing and vision impairments, limited-English proficiency, and alternative forms of communications.
 10. Be easily accessible by phone during regular business hours.
 11. Know how to access information concerning benefits, network providers, network policies and procedures, access to services, authorizations, grievance/appeals process and transportation for those members that are eligible.
 12. Assist with obtaining advocates as necessary.
 13. Distribute and track PIHP marketing and educational materials.
 14. Complete in a timely manner customer services reports.
 15. Conduct the mystery shopper program and report data and outcomes quarterly to the Affiliation QI workgroup and the Affiliation Consumer Advisory Council.
- C. Required reporting of Customer Service Activities:
1. Provide Quarterly reports of Grievances and Appeals to the PIHP.
 2. Provide Quarterly reports identifying patterns of problem areas for the PIHP.
 3. Provide Quarterly updates to CMHSP Member Service Representatives.

4. Provide updates to CMHSP Customer Service Representatives on changes to benefits, provider network, and applicant and network policies/procedures regarding access, service authorization, and grievance and appeals procedures.
5. Complete yearly member service training of CMHSP Customer Service Representatives.

D. Training for Customer Service Representatives:

1. CMHAMM customer service system, expectations and requirements.
2. Covered Services.
3. The Provider Network.
4. Rapid access to services.
5. Problem solving techniques.
6. How to determine if issues are a: grievance, appeal or customer rights issue.
7. Grievance and Appeals Policy and Process.
8. Documenting Grievances and Appeals in PIHP database.
9. Documenting requests for Out of Network Care.
10. Documenting and forwarding to the PIHP, all service or process improvement suggestions from members.
11. How to rapidly and effectively provide culturally sensitive services, including how to access services for people with limited English proficiency, as well as physical disabilities, hearing, and visual impairments.
12. How to rapidly and effectively access personal advocates.
13. Distribution and tracking of PIHP marketing and community education materials.
14. How to access CMHAMM informational materials in alternative formats.
15. How to access transportation for eligible members.
16. Other social services in the community.
17. Informing participants of health/wellness and prevention opportunities within the PIHP.
18. Notifying members of changes to the provider network.

V. APPLICATION:

All CMHSPs/CAs and Providers

VI. MONITOR AND REVIEW:

The Director of Quality, Customer Service and Recipient Rights shall monitor CMHSP/CA compliance with these functions. The PIHP Director of Affiliation Operations will review this procedure annually. External review will include MDCH and CMS site visits and reporting.

VII. RELATED POLICIES AND PROCEDURES:

CMHAMM Policy 3.0 Enrollee Rights