

Health Payer's Prescription for Compliance Wellness

Industry

Healthcare

Employees

10,000+

Solution

Gryphon Compliance

Use Case

Compliance risk mitigation

Channels

Telephone
Text/SMS

Business Process

50+ third-party partners
Outbound call and text campaigns to existing members regarding appointment reminders, health checks, and prescriptions



Background

A tier-1 health payer was experiencing substantial challenges due to ever-changing federal regulations in the U.S., making contact compliance increasingly difficult. With services that rely on phone and text messages for informing members about appointments, health checks, and prescriptions, maintaining a history of consent is the backbone of their customer experience journey.

However, the payer was unable to identify when member phone numbers were reassigned or whether litigious bad actors existed in their member base. To optimize their customer experience journey, the company needed a partner capable of unlocking this data while also maintaining the highest standards of trust and security.



Challenge

The health payer titan faced significant obstacles due to the delayed release of an internal compliance solution being developed by their sister company. With no firm end date in sight, the company needed a near-term solution for effectively managing risk.

The company's primary concern was ensuring calls and texts made through approximately 50 third-party partners, many of which involved auto-dialers, IVRs, and pre-recorded messages, had the appropriate consent as required by the Telephone Consumer Protection Act (TCPA). With approximately 5% of wireless numbers being reassigned quarterly, the payer needed a sustainable solution for minimizing both compliance threats and HIPAA violations.

The provider also required a solution capable of blocking known litigators and professional plaintiffs. This was particularly relevant since the organization's sister company was dealing with two class action lawsuits, which increased regulatory scrutiny of them by association.



Solution

The company selected Gryphon Compliance to power enterprise-scale contact compliance across their operations. The solution provided Reassigned Numbers Database (RND) certifications, enabling the company to verify wireless numbers before initiating calls or texts to ensure messages were sent only to intended member recipients.

As well, the offering featured a comprehensive database of known litigators and professional plaintiffs, enabling the company to completely block outreach to these high-risk individuals.

Finally, Gryphon's versatile platform allowed for both API and SFTP integrations, catering to the varied needs of the provider and its business units.



Results

Because of Gryphon's fast and efficient implementation process, key business units were live within 60 days of operational readiness, driving immediate risk reduction.

In just a short time, nearly 204,000 reassigned wireless numbers were identified and blocked. With TCPA fines ranging from \$500 - \$1500 per violation, the company was able to avoid millions of dollars in potential fines, in addition to minimizing the threat of HIPAA violations and privacy breaches.



Why Gryphon?

Partnership and Reputation

Long-standing relationships with the company's parent company and its network providers, coupled with a 25-year track record of mitigating compliance risk for multiple other health services entities, reinforced Gryphon's reliability and reputation for industry-leading compliance protection.

Trust and Security

Gryphon's demonstrated ability to meet the provider's stringent security protocols empowered the company to safeguard member trust by protecting sensitive data, including Protected Health Information (PHI) such as telephone numbers.

Speed-to-Market

Fast and seamless implementation allowed the health payer to focus on core business operations without worrying about the threat of compliance penalties.

Enterprise-Ready Solution

Gryphon's real-time, enterprise-grade solution and regulatory agility were key for helping the company resolve its specific pain points, ensuring robust risk management in a highly regulated industry.

This customer is available as a reference upon request

About Gryphon

Gryphon is the gold standard for Intelligent Contact Compliance. The Gryphon platform safeguards businesses from costly regulatory risks and unnecessary constraints on audience reach by delivering real-time insights and automated protection across every interaction.

Contact **(866) 665-2670** or **sales@gryphon.ai** to learn how Gryphon ONE can benefit your organization.



gryphon.ai