Consumer Sales & Service (CSS) Case study: Health plan acquisition and retention model

---

**Account Profile**

- **Client Since:** 2007
- **Products Offered:** Acquisition & Retention
- **Markets Served:** Medicare, Medicaid, Individual & Family
- **Site Locations:** Orlando, FL, Denver, CO, Dallas, TX
- **Total Agents:** 1100 (peak)

---

- Optum CSS acquisition and retention model gets consumers into the right products the first time, and retains them through continuous proactive engagement.

- This partnership has grown membership by over 1 million members, and contributed to achieving a 5-star rating in each Medicare contract active today.

---