



## PRESS RELEASE

### For Immediate Release

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## Best Foot Forward Launches All-New Call Center to Further Enhance Its Superior Phone-Based Engagement Services

**MONDAY, MAY 3, 2021** – Best Foot Forward (BFF), a health resource management firm specializing in helping government-insured managed care health plans, announced today the opening of a brand-new Call Center to expand and enhance its already successful engagement services.

The Call Center, located in Hillside, Illinois, about 15 miles west of Chicago, is operated by Best Foot Forward Solution Services (BFFSS), a division of Best Foot Forward Sales. The new larger Call Center will once again bring team members back (from working remotely from home because of COVID) into one centralized location.

"We couldn't be more pleased with this new larger Cook County facility, as we outgrew our last space," explains BFFSS President Lennette Roberts. "This new space allows us the room to consolidate the entire team into one prime location for more efficient, centralized calling. The move also offers us easier access, room to grow, improved infrastructure, and enhanced IT security — as we work to 'Locate, Educate, and Engage'."

Best Foot Forward's mission is to assist healthcare organizations and government-insurance payors to first locate, re-establish contact, and then connect them to their new members; or with their hard-to-reach, high-utilization, or target-risk group members. BFF is known within the industry for having a best-in-class success rate of 50% in reconnecting to what is referred to as 'Unable to Contact' members.

With an industry standard for Medicaid payors not being able to contact some 30% to 60% of their enrollees, Best Foot Forward provides a valuable fix that helps plan members better utilize their existing insurance coverage, thus improving plans' health outcomes as well as addressing quality gaps as measured by HEDIS scores and other state and federal performance metrics. BFF carefully customizes and designs health engagement solutions and phone-based strategies to help health plans meet key targets and enhance member communication, patient education, and financial goals. These efforts also help reduce the gaps in care experienced by minority members.

"Our new Call Center will allow us more streamlined and enhanced internal collaboration," explains BFF Co-CEO Byron Dennis. "This new facility along with our highly-effective location tools and phone-based strategies will surely result in higher engagement rates. With the opening of our new Center today, we begin a new, exciting era for Best Foot Forward."

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## **ABOUT BFF**

Best Foot Forward (BFF), a certified minority-owned business, is headquartered in South Florida, with offices in Illinois, Indiana, Ohio and Pennsylvania. BFF's mission is to provide integrated programs using insight-driven solutions that focus on delivering a clear process to connect, communicate, and assist managed care members and plan providers. [www.bestfoodforwardsales.com](http://www.bestfoodforwardsales.com)