# Lucia Serrano

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## My Key Qualifications

- **1 year of high-volume healthcare customer service** handling inbound patient calls and emails at Banner Health, covering appointments, billing, and account updates.
- Documents every interaction in **Salesforce Service Cloud**, following HIPAA-related privacy procedures for patient records.
- Resolved routine appointment, billing, and account update questions with **84% first-contact resolution** across the last 3 monthly scorecards.
- **Bilingual English/Spanish**, with a bilingual appointment-reminder analysis finding 12% higher confirmation rates on Spanish-language outreach.
- Built a patient messaging triage workflow that **cut triage time from 14 minutes to 9** in a clinic simulation using Service Cloud and knowledge base tools.
- **Bachelor of Science in Health Care Coordination** from Arizona State University, including coursework in Medical Insurance and Billing Basics.
- Consistent schedule adherence and clean documentation: finished **11 of 12 recent weeks** within team adherence target and cut case-note correction flags from 6 to 2.

## Experience

### **Customer Service Representative I** — **Banner Health**, Arizona-based nonprofit health system with outpatient clinics

Nov 2025 – Present · 1 yr

- Resolved routine appointment, billing, and account update questions on first contact, averaging 84% first-contact resolution across the last 3 monthly scorecards by using knowledge base articles, call scripts, and accurate case documentation.
- Documented every interaction in Salesforce Service Cloud and updated patient account information under HIPAA-related privacy procedures, cutting monthly case-note correction flags from 6 to 2 by verifying required fields before closing or routing cases.
- Handled back-to-back patient inquiries across phone and email while following call scripts and escalation workflows.
- Supported schedule adherence during peak inbound call periods, finishing 11 of 12 recent weeks within team adherence target by managing call handling pace and follow-up work throughout assigned shifts.

## Education

- **Arizona State University** — Bachelor of Science in Health Care Coordination · 2021 – 2025 · Coursework in Health Information Management · Coursework in Medical Insurance and Billing Basics · Coursework in Business Communication · Coursework in Customer Service Operations

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## Projects

- **Patient Messaging Triage Workflow**
  Built a routing and response workflow for a university-affiliated clinic simulation to organize patient email and chat requests by urgency, topic, and follow-up owner. Cut average triage time from 14 minutes to 9 minutes in the class pilot.
  **Tech:** Salesforce Service Cloud, Microsoft Excel, Knowledge Base
- **Bilingual Appointment Reminder Analysis**
  Analyzed appointment reminder outreach results for a local nonprofit health program, comparing English and Spanish message response patterns. Identified a 12% higher confirmation rate on Spanish-language reminders in the sample set.
  **Tech:** Microsoft Excel, Microsoft PowerPoint

## Skills

- **Customer Service Systems:** Salesforce Service Cloud, Inbound Call Handling, Appointment Scheduling
- **Patient Support & Compliance:** Billing and Account Support, HIPAA, English/Spanish
- **Microsoft Office:** Microsoft Outlook, Microsoft Excel

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