

# CASE STUDY: Healthcare

## Custom 1:1 New Member Packets

Healthcare Clients Use Customized Member Packets to Lower Print and Postage Costs

### Challenge

CCI/CoakleyTech has streamlined workflow processes to cost-effectively manage the print production and distribution of New Member Information. As postage rates continue to increase, producing and fulfilling items like ID cards, Evidence of Coverage Sheets (EOC), Summary Plan Descriptions (SPD), and Provider Directories as separate pieces and putting them into a larger 9x12 envelope isn't cost effective (especially since this class of envelope has had the largest percentage increase of all the mail classes). Using generic SPD's and Provider Directories that are printed for every possible plan and provider, regardless of the plan chosen by the enrollee or local area the enrollee lives in, also results in more information being printed and distributed than is needed.

### Solution

To improve this process and lower costs for healthcare companies, CCI/CoakleyTech developed a solution that allows you to offer customized New Member packets to your customers:

- CCI/CoakleyTech reviews your enrollee data stream to verify addresses.
- Customized booklets are printed with ID cards, personalized EOC information, and plan-specific information chosen by each enrollee.
- Once packets are printed and distributed, CCI/CoakleyTech appends the record data and provides you with a validation file and mail date information. This file provides your IT department with the information needed to verify and update the data, and your legal team with documentation needed to prove the information was sent within the mandated timeframe. This information can also be shared with your call center so they're aware when new member packages are sent and can effectively avoid reorders.

### Results

- Reduce Costs Associated with Incorrect Addresses
- Reduce Production and Fulfillment Costs and Errors through an Automated Workflow
- Reduce Call Center Inquiries
- Reduce Postage Costs
- Receive Corrected Data after each Distribution
- Receive Validation & Proof of Fulfillment
- Reduce Time to Market

#### Challenge:

Reduce amount of information being printed and mailed in new member packets to reduce errors and lower overall costs.

#### Solution:

Print customized, 1:1 booklets with ID cards, personalized EOC information, and plan-specific information for each enrollee and mail as one booklet.

#### Results:

Reduce errors and costs surrounding production, fulfillment, and postage by as much as 66%!

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