



# ANALYTICS DASHBOARD

	ACTUAL vs TARGET	ACTUAL	TARGET
REVENUE		\$15.8M	98.0%
PROFIT		\$16.5M	108.0%
ONTIME DELIVERY		98.0%	95.0%
Avg. ORDER SIZE		\$20.5M	80.0%
NEW CUSTOMERS		937000	99.0%
MARKET SHARE		65.0%	94.0%
CUSTOMERS SATISFACTIONS		91.0%	99.0%



SALES per COUNTRIES

## **TOPPAN** TOPPAN MERRILL

TOPPAN MERRILL CONNECT™ ("CONNECT")

Leading health plan saves millions through automation and workflow efficiencies.

“Toppan Merrill’s holistic view of our Medicaid member communications gives us the ability to identify efficiencies and cost savings throughout our organization.”

—Director of Marketing

### Company Profile

The health plan, a FORTUNE 500, multi-state healthcare organization, providing services to nearly five million individuals and families who receive their care through Medicaid, Medicare and other government-funded programs.

### Challenge

Over the past several years, the health plan has doubled its membership and expanded into several states. With this exponential growth the plan found itself facing challenges creating and distributing member communications. Reliance on legacy systems and processes led to a lack of transparency into costs and increased audit and compliance risks.

At that time the biggest concern of the health plan included compliance risk and cost control. Each state functioned as separate businesses and didn’t capitalize on best practices and process efficiencies. For example, spending per Medicaid member in one state was 2.5 times that of another. All of these factors put them at great risk. On top of the compliance and cost concerns, it was important that the health plan partnered with a vendor that understood the health insurance market and the importance of their members and the member experience. They wanted to ensure their members would not be impacted by any changes made internally.

The health plan’s goals for a third-party Medicaid Member Communications Provider:

- Understand and adhere to compliance requirements
- Ability to scale for growth
- Provide transparency throughout the creation, production and distribution process enabling audit reporting
- Create continuity and efficiencies across states and the entire organization
- Alignment with their culture – focus on members and member experience

### Solution

When the health plan spoke with the team at Toppan Merrill, they quickly recognized that Toppan Merrill’s commitment to service and industry expertise combined with Toppan Merrill Connect™ (“Connect”), their technology solution, was the best fit for their needs. Toppan Merrill’s professional service team quickly engaged with the plan to document their business rules and the unique needs and requirements for each of their 11 state Medicaid plans. The key factor in successfully implementing over 24 new programs for five lines of business was the creation of a consolidated data grid which was generated from a variety of disparate data sources. This consolidated data drives many of the health plan’s programs and personalization as well as makes it easy to accommodate CMS content changes or additional business rules. The health plan is also able to see which data fields are being utilized to identify trends, etc.



# 50+ years experience successfully navigating regulated industries

One of the major programs for the plan was their Medicaid Welcome Kits and ID cards for all 11 states. Each month, Toppan Merrill creates, produces and distributes Welcome Kits and synthetic ID cards to thousands of Medicaid members. Utilization of Connect, Toppan Merrill's integrated single source solution creates state of the art tracking throughout the process to ensure SLA compliance and customer service support.

Toppan Merrill also facilitates and manages the health plan's Incentive Program. This program supports the ultimate drive for positive outcomes through a member point system. Members receive points by completing wellness checkups, prenatal visits, etc. These points are delivered via PURL where they can redeem points for various incentives or gift cards, etc. Robust tracking and reporting provides business intelligence on who is eligible, who's active and provides customer service with real-time access and reporting.

Connect was also implemented to accommodate health and wellness mailings, 400+ various letter mailings including PCP and PCP termination letters as well as corporate marketing materials and promotional items for outreach programs.

As part of the integrated workflow the health plan is able to receive robust reporting at the member level for all of its member communications. This gives the plan access to member spend by state, line of business and category. This also enables audit-ready reporting for compliance as well as the ability to look holistically across the organization to pinpoint where cost control measures may be needed.

### TOPPAN MERRILL CONNECT™

-  Content Management
-  Dynamic Publishing
-  Storefront
-  Microsites
-  Electronic Delivery
-  Workflow Management
-  Print & Distribution
-  Fulfillment Services
-  Insights & Analytics
-  ADA Services

## Results

Over the course of a year, Toppan Merrill completed 24 program implementations across five lines of business and 11 Medicaid health plans utilizing Connect. The health plan quickly realized efficiencies and cost savings throughout the company in excess of \$5 million dollars.

**Scalable Growth.** “We were able to quickly and easily add nearly one million members to our network without risking compliance of our member communications. Toppan Merrill was quickly engaged in identifying and documenting state requirements and was able to easily execute on Welcome Kits, ID cards and more without jeopardizing the rest of the work in house.”

**Cost Controls.** “Toppan Merrill’s holistic view of our Medicaid member communications gives us the ability to identify efficiencies and cost savings throughout our organization. Since partnering with Toppan Merrill, we have recognized \$5 million dollars in cost savings. This is a great stepping stone for focusing on profitability.”

**Compliance-Driven Environment.** “With Connect we were able to streamline and automate the production, fulfillment and distribution of all our Medicaid communications, incentive programs and marketing materials through a single HIPAA/PHI compliance-driven environment. This resulted in 100% accuracy, ironclad security and no compliance breaches.”

**Version Controls and Content Reuse.** “It is simply amazing how many different templates we managed and created for each of our states and plans. With Toppan Merrill we were able to significantly reduce our versions by utilizing data to drive personalization on our communications. One example was the multitude of envelope templates we previously managed. With Connect we were able to reduce hundreds of templates into five versions.”

**Comprehensive Reporting.** “The valuable business intelligence we receive through accurate, detailed reporting at the member, state, business and category level propels our business forward. We have more visibility than ever before to monitor project and member level costs and pinpoint where efficiencies may be gained. It also ensures we are compliance audit-ready.”

**Improved Collaboration.** “Our process now allows for more collaboration across states and departments facilitated by Toppan Merrill. It’s much easier to share ideas and best practices that other states have implemented successfully.” For example, one state included a postcard in their welcome kits directing members online for their Provider Directory versus sending the entire book. Since implementation another state has already adopted the same practice saving the health plan \$310,000 annually.

Delivering technology-enabled solutions that streamline the production, delivery and management of compliance, sales and marketing materials.