



One of the Largest Healthcare Insurance Providers in the US Streamlines Member Outbound Communications with EDM



Challenges

The resources and cost of printing and mailing enrollment materials, member communications, invoices and checks to over 3 million members had become costly and ineffective. After years of internalizing its printing and mailing function, a large US healthcare insurance provider initiated a comprehensive search for a business partner to alleviate the following pain points:

- Costly, manual processes to support individual plans
- Late mailings that left members and providers dissatisfied
- Ineffective in-house operations and resulting PHI errors
- Full USPS postage rates and consistently escalating costs
- Personnel management and overtime costs during peak periods

Outbound Communications Consisted of a Multitude of Documents.

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| ➤ Explanation of Benefits | ➤ Checks |
| ➤ Invoices and Statements | ➤ Inserts and Marketing Documents |
| ➤ Welcome Kits, Books and Booklets | ➤ Postcards |

EDM Provided the Client with an Effective Outbound Communications Solution and the Client Returned its Focus to its Core Business: Insurance

Why EDM?

EDM's core business offerings were strategically aligned with the provider's short-term and long-term objectives. EDM was selected for its capabilities, efficiencies and proven successes with similar clients utilizing its print and mail services. Additional selection factors included:

- Reputation in the market: EDM serves 3 of the top 10 players in the US insurance industry
- Responsive and accessible implementation team: EDM was also geographically proximal to client
- Proven ability to responsively manage and absorb production peaks
- Investment in continuous cut-sheet digital ink jet technology offering flexibility in monochrome, full-color and MICR printing
- Various inserting machines supporting standard #10 envelopes, custom envelopes and flats
- On-site fulfillment team for kitting and book/booklet production
- Demonstrated track-record of continuous improvement and platform expansion to increase quality, efficiencies and volume



EDM's Outbound Communication Solution

EDM collaborated with the client to develop a 6-month strategy for migrating existing in-house operations to EDM's facility. EDM's in-house IT resources led the bulk of the project management, transition and redesign, allowing the client to stay focused on existing projects.

Hundreds of individual jobs were transitioned and team member buy-in was experienced across all business units during the implementation.

The transition was achieved without downtime or missed SLAs, giving the client's executive leadership and operations team members peace of mind. **Process efficiencies and cost savings were realized almost immediately.**

The EDM solution relieved the threefold burden of managing the People, securing the Processes and keeping up with the ever-evolving Technology to maintain best-in-class outbound customer communications.

The Results

Financial

- Total outbound communication expenditures reduced by 50%
- Postal discounts maximized; costs decreased by 30%
- Call volume was reduced in peak periods; overtime costs decreased

Operational

- On-time delivery rate increased to 99.9% following an evaluation and redesign of process flow
- Management dashboard included postal tracking and job data to enable real-time, day-to-day visibility
- PHI errors reduced through use of an automated document factory with file-base reconciliation and integrated QC
- Cross-unit standards created and consistent messaging was developed to enable multiple business units to coordinate effective mailings
- Thorough mail piece review and Automated Enrollment Fulfillment process generated higher customer response rates

Contact a specialist



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Connect with EDM

