

# Innovative healthcare service provider

For this innovative healthcare service provider, every Medicare Part D communication matters. As membership grew, they selected Pitney Bowes Mailstream Evolution™ to help keep pace with the growing volume of communications. Not only did they process more mailpieces in less time, they did it with greater quality and accuracy.

## CASE STUDY



### SUMMARY

For over a decade, this healthcare service provider has been a leader in developing programs and services to improve healthcare for Medicare Part D members with special needs. As part of its service offering, the company establishes and maintains close contact with thousands of beneficiaries, largely via mailed communications.

To print, fulfill and mail these communications, their in-house fulfillment/mailing operation partnered with Pitney Bowes to help build a solution. As their healthcare service provider business grew and thrived, so did their volume of client communications. By 2010 its membership expanded to where the company was mailing 750,000 pieces annually to 85,000 clients in six states. They needed faster mail finishing equipment to handle the increased workload volume in a timely manner.

“Essentially, we needed to get 100,000 member mailings out within a 24- to 48-hour window,” recalls the Director of Fulfillment Services.

### Privacy matters

Beyond sheer volume, this print and mail operation faced another challenge: document integrity. HIPAA regulations demanded a level of security that was not achievable via the company’s manual methods of fulfilling and inserting mailpieces. Mail operations personnel (as well as vendors, at a prohibitive cost of about \$3 per piece) were hand-matching and assembling mailers to members. Broker statements, for example, were taking as many as four days to fulfill and mail.

The solution lay in barcode technology, which could eliminate manual processing and assembly of mailers. That would significantly boost not only speed of assembly, but also the security and integrity of member documents.

According to the Director of Fulfillment Services, it was a matter of keeping up with the competition. “We needed to barcode documents and make ourselves competitive with other providers out there,” he says.

### Challenge

To handle an expanding mail operations workload and meet HIPAA requirements, this healthcare service provider needed faster insertion and fulfillment as well as higher document integrity.

### Solution

The new Mailstream Evolution™ inserting system has more than tripled productivity, up to 7,000 finished mailpieces per hour. And its barcoding ability has streamlined job runs and significantly increased document integrity for HIPAA compliance.

## Grow with integrity

To address their growth and integrity challenges, in March 2011 Pitney Bowes upgraded the company's inserter technology to a Mailstream Evolution™ inserting system. Output capacity increased dramatically, more than tripling productivity.

The new Mailstream Evolution™ is a highly flexible mail finishing solution that processes a wide range of materials, including flats, letters and booklets. They used the system's auto-fold capability to fold documents in half—so they could be sent as letters instead of flats—saving both labor and postage costs.

Broker statements, which previously took four days to fulfill and mail, were now completed in 60 minutes, thanks to the system's ability to accumulate high-page-count applications.

"The Mailstream Evolution's capabilities took us to a whole new level," said the Director of Fulfillment Services. "Pitney Bowes custom-built an inserter solution to meet our operational and business needs."

A game-changing feature was barcoding capability. Barcodes were placed on documents and read by the system for quick, intelligent assembly that enabled discreet jobs to be combined into the mailstream. For example, there was no need to run different-language jobs separately; the system allowed them to be commingled, further cutting production time. The results: fewer actual jobs, higher postage savings, and dramatically reduced error rates.

Speaking of intelligence, the Mailstream Evolution system allowed for more efficient planning. Built-in Direct Connect

high-integrity software amassed historical workflow data from the system, enabling decision makers to analyze that data and make workflow changes to streamline the fulfillment process.

## RESULT

Beyond the considerable advantages of increased capacity, speed and efficiency, the Pitney Bowes Mailstream Evolution inserting system gave this mail operation a less tangible but equally critical benefit: instant credibility both inside and outside the organization. "The document integrity we have achieved has given us great credibility with our healthcare customers," according to the Director of Fulfillment Services.

That credibility was also an important factor in a significant recent event. In February 2012, this healthcare service provider was acquired. Overnight, its 150,000-member list grew to over 2 million, creating a massive increase in mail capacity thresholds. According to the Director of Fulfillment Services, the mail operation's ability to accommodate that kind of workload made a favorable impression on the new organization, and was one of the contributing factors in getting the acquisition done.

Finally, the Director of Fulfillment Services appreciates the high level of service and support he receives from his Pitney Bowes team, whom he calls "a tremendous asset and business partner whom we rely upon for out-of-the-box solutions."

This leading healthcare service provider is transforming the way beneficiaries with special needs experience healthcare coverage.

***"We've been able to meet our expanding goals in-house, without having to rely on expensive outsourced vendors."***

Director of Fulfillment Services at a leading healthcare services provider

## The Pitney Bowes Mailstream Evolution™ inserting system advantage

**In a highly competitive and increasingly regulated industry, this innovative healthcare service provider was able to automate and streamline its mail fulfillment capabilities. As a result, they increased operational capacity dramatically, resulting in sizable savings in workflow efficiency and postage costs.**



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