

DATA SHEET

# Healthcare Payer Communication Solution

SETTING THE NEW STANDARD IN CUSTOMER-CENTRIC COMMUNICATIONS



## Benefits

- Reduce spiraling communication costs
- Improve the customer experience
- Increase brand awareness
- Streamline communications across the enterprise
- Maximize operational efficiency through automation and improved workflow
- Ensure regulatory compliance
- Go “Green”

## OVERVIEW

### The High Cost of Doing Business

The healthcare industry seems to be in a constant state of flux. Spiraling costs, the rise of consumerism, the impact of the internet and intranet on customer interaction—all of these changes are dramatically transforming the business and the delivery of healthcare in the United States.

The United States Census Bureau estimates that over 31 percent of healthcare spending is dedicated to processing paperwork. In fact, when it comes to getting the message across to customers, a recent survey by Forrester reports that up to three-quarters of consumers say they are not satisfied with the documents and materials they use for making healthcare decisions.

### Setting a New Standard

The communication challenges facing today's healthcare industry may seem daunting, but the prognosis is really quite good. The Healthcare Payer Communication Solution from Pitney Bowes Business Insight takes a value-add approach to solving the problems surrounding consumerism, costs and consumer interaction.

At Pitney Bowes Business Insight, we know that healthcare companies must change from a transaction-based administrator role to a customer-interactive, service-oriented role that anticipates and responds to a member's needs and demands. We understand that the key to a positive customer experience is the ability to manage the consumer's healthcare experience from beginning to end—regardless of whether that end is a claims resolution or a decision on a surgical procedure. We realize that health plans not only create a total branded experience through customer-centric communications—they also generate customer loyalty.

### An End-to-End Solution

At Pitney Bowes Business Insight, our Healthcare Payer Communications Solution offers a complete end-to-end, communication approach, consisting of:

- Document Design
- Document Composition
- Interactive Communications
- Distributed Output Management
- Electronic Delivery and Account Management
- Web-based Document Management and Workflow

## Healthcare Payer Communication Solution

OUR SOFTWARE ENABLES YOU TO ACCESS, CONTROL AND ADMINISTER ALL RESOURCES FROM A CENTRALIZED LOCATION, MAKING IT EASY TO CREATE EFFECTIVE, PERSONALIZED COMMUNICATIONS.

As you know, there is a trickle down effect when a document design is updated. Once the change is implemented, it impacts everything downstream until the document is in the envelope to the consumer and stored electronically for Customer Service access and Web self-service. The Healthcare Payer Communications Solution has the correct mix of software and services to get the job done efficiently and effectively.

### Integration is Key

Our solution offers a wide array of software and services. It is our unique approach that shifts the focus from an independent set of tools and functions, to a comprehensive, fully integrated communication process. Here is a high-level view of the building blocks of our Healthcare Payer Communication Solution:

#### Document Design

Pitney Bowes Group Business Insight works with you to create documents and communications that not only reflect your brand and meet your business requirements but provide your customers with simple, clear, concise, consistent and personalized information.

#### Document Composition

Our application helps you create powerful, effective healthcare business documents that are easy to use and simple to change. With an integrated, enterprise-wide composition engine, you author, design, maintain and enhance virtually any document—whether it be an Explanation of Benefits (EOBs), an invoice or a group

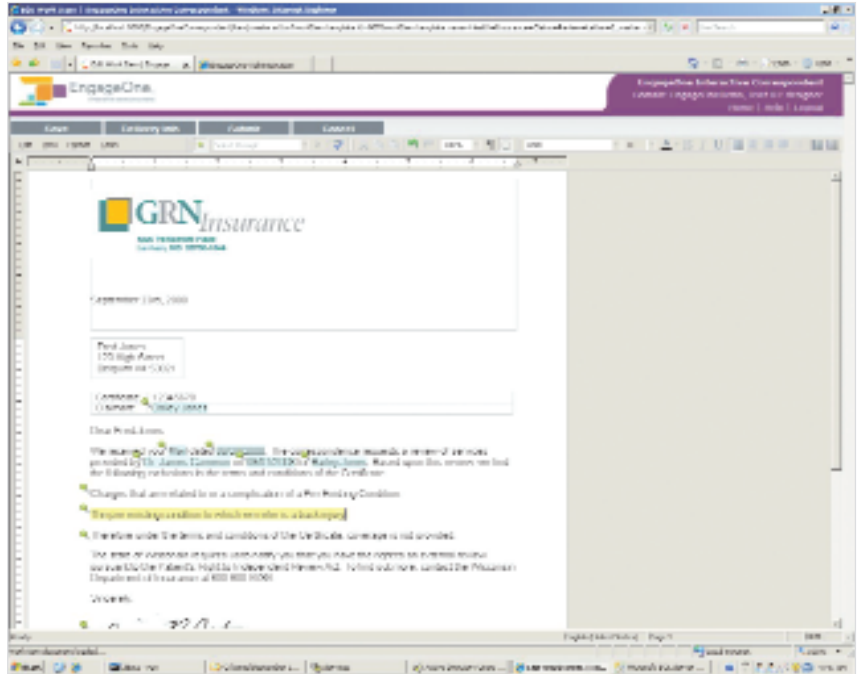
billing statement. Our software enables you to access, control and administer all resources from a centralized location, making it easy to create effective, personalized communications, thereby reducing trouble calls, streamlining operations, boosting revenue and improving the overall customer experience.

#### Interactive Communications

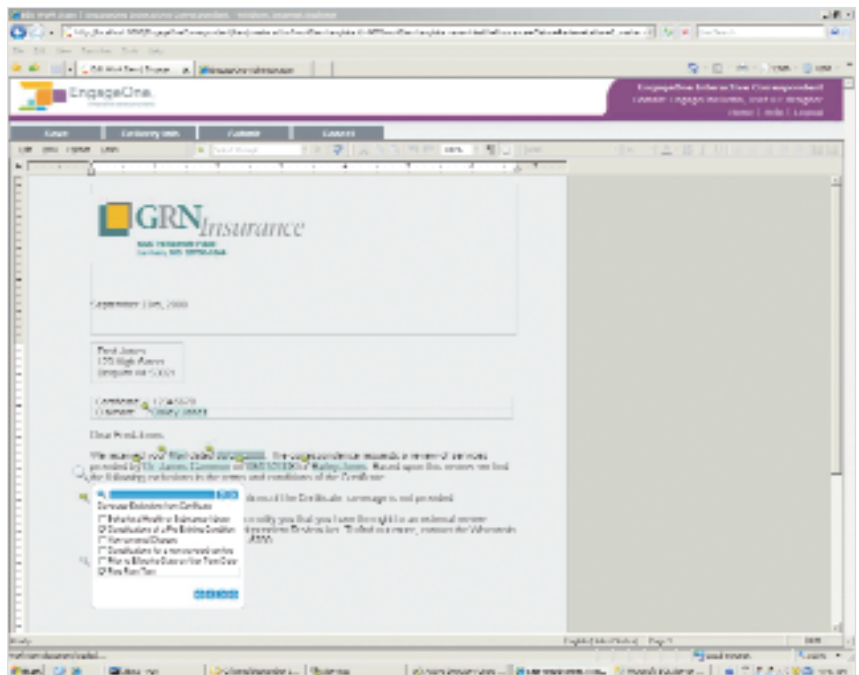
We enable you to easily create, deliver and manage real-time, individualized correspondence that requires a human touch. Business users control content and design by creating pre-defined templates. Front-office users then use the created template, along with a web-based WYSIWYG document editor, to easily tailor the communication to the specific needs of the customer and deliver it via their preferred channel. Template management, version control and workflow approval, along with metrics and analytics, ensure the quality of every document. We offer a full complement of web services that allow for tight integration into a front-end business system.

#### Distributed Output Management

We enable you to consolidate what would have been multiple mailings for multiple claims into one envelope for a single mailing. This one-step solution reduces costs and improves brand image. It supports outsourcing, EOB assembly, integrity tracking, PAVE (Presort Accuracy, Validation and Evaluation) invocation and pre- and post-production barcode insertion.



This letter identifies interactive content with visible push pins and free form text highlighted in yellow.1



Pop-up data prompts ensure all required information is not missed and added in the right location.

## Healthcare Payer Communication Solution

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### Electronic Delivery and Account Management

Our application offers a secure, high performance document archive that gives your Customer Service Representatives (CSRs) instant access to exact replica communications. It facilitates long-term access to newly designed EOB's in an efficient, cost-effective manner, including the highly desirable web access capability, while meeting regulatory requirements. Your CSRs can interact with customers via personalized, two-way email and SMS communications. With Web self-service, you get real-time, online access to account information, dispute resolution, group billing and reconciliation and reporting and analytics. This dynamic, interactive online experience reduces Days Sales Outstanding (DSO), speeds bill payments, improves customer service and slashes print and mail costs.

### Web-based Document Management and Workflow

Our application provides a version control function for document check-in/check-out. It enables users to compare version differences, revoke edits and audit changes. Metadata provides business information to physical documents and folders.

This metadata classifies information based on business logic and purpose, and can be used for fast information retrieval. Our document workflow facilitates document submission, review and approval, while the records management function provides retention policies. The dynamic publishing capability of the application provides real-time content to target locations, corporate websites and intranet portals.

### Going Green?

At Pitney Bowes Business Insight, we are well aware of the push to go green, and we have the solutions to make this initiative a reality in your company. The integrated approach of our Healthcare Payer Communications Solution enables the e-delivery of unified communications via email, SMS and Web, thereby positively affecting your bottom line by lowering costs, speeding payments and reducing paper usage. Not only will you save money and speed cash flow, you will improve your company's public image through the implementation and delivery of eco-friendly practices.

FOR MORE INFORMATION ON HOW THE HEALTHCARE PAYER COMMUNICATIONS SOLUTION FROM PITNEY BOWES BUSINESS INSIGHT CAN HELP YOU SET A NEW STANDARD IN CUSTOMER-CENTRIC COMMUNICATIONS, CALL 1.800.327.8627 OR VISIT US AT WWW.G1.COM.