

Healthcare Industry

Intelligent Solutions for Lowering Costs
and Improving Efficiency



Solving Problems While Promoting Cost Efficiency

Aging baby boomers requiring a variety of services. New wellness trends being introduced to the market. Green initiatives promoting the elimination of paper invoicing. These are but a few of the challenges and opportunities the healthcare industry is facing today.

Every day, healthcare providers, public health organizations, and pharmaceutical companies strive to communicate with patients – their customers – more effectively, find hidden market potential, maximize ROI, boost retention rates, and deploy new revenue generating services – all while relentlessly cutting costs.

At Pitney Bowes Business Insight, we offer solutions to help you meet these demands. Our solutions focus on three main areas – effectively identifying and reaching the patient, streamlining operations, and reducing risk.

These solutions allow us to help you meet patient expectations, reduce costs, and flourish in an increasingly difficult and competitive environment, while locating, connecting, and communicating with your most important asset – your customers.



Serve Your Patients More Efficiently and Effectively

To be successful and remain competitive, organizations in the healthcare industry continually strive to reduce patient communication costs, improve patient loyalty, and maximize the lifetime value of each and every patient. This becomes increasingly challenging with today's technology advances, greater dependence on the Internet, and the growing patient expectations for more personalized service.

Create Patient-Focused Bills

The Problem

Healthcare providers and pharmaceutical companies must create patient-focused communications for delivery via mail, fax, Internet, email, and short message service (SMS).

The Solution

Pitney Bowes Business Insight customer communication management solutions allow you to produce well-designed, easy-to-read patient bills that reduce inbound-service calls and patient dissatisfaction. Our solutions enable you to provide large-print bills for elderly and visually-impaired

patients, and create bills in your customer's preferred language and detail format.

The Benefit

Variable, patient-friendly bill formats are composed during a single production run for optimum operational efficiency. In addition, patient-focused bills enable savvy marketers to create relevant, personalized up-selling and cross-selling messages for online and printed communications. Message customization allows the right message to be sent to the right patient at the right time. Promotional and informational messages on transactional documents enhance the patient experience, promote loyalty, and reduce costs.

Remove Barriers to Implement Electronic Health Care Records

The Problem

The adoption rate of electronic health care record implementation is staggeringly low. Despite an overwhelming consensus that electronic records promote safer, higher-quality care, the road blocks consist of the perceived capital requirements and high maintenance costs.

The Solution

With the Pitney Bowes Business Insight customer

communication management solutions, you gain a high definition view of the patient. This view allows you to communicate more effectively, while maintaining the level of confidentiality that is paramount to medical record management. Our customer communication management solution allows you to cost-effectively:

- Create a comprehensive, single view of the patient
- Generate personalized communications in both print and digital formats
- Gain insights using current, precise information
- Target messages based on the unique characteristics of each patient
- Acquire, integrate, cleanse and enrich data across the entire mailstream

The Benefit

Customer intelligence helps you increase patient satisfaction, improve retention, assess risk, and save significant amounts of money by making data more accessible, more flexible, and more versatile.

Ensure the Integrity of Your Patient Data

The Problem

Healthcare providers and pharmaceutical companies must capture patient data accurately, completely, timely, and

consistently to create long-term, satisfied customers. While accurate patient data quality may once have been a luxury, it is now a proven competitive advantage.

The Solution

Pitney Bowes Business Insight Customer Data Quality™ solutions combine data from multiple, disparate sources to produce consolidated bills. Your basic patient information is augmented and enhanced by adding phone numbers, demographic information, and address geolocation data (longitude and latitude coordinates).

The Benefit

Our industry-leading solutions easily match, de-dupe, and consolidate patient data into a single, comprehensive record—giving you the insight you need to communicate more effectively and enhance customer loyalty and lifetime value. A single patient view reduces wasted time and resources significantly, while allowing you to interact with patients much more efficiently.

Speed Customer Service Response Time

The Problem

In today's fast-paced environment, patients demand instant access to their billing information. To satisfy this demand, customer service representatives (CSRs) must have fast and easy access to this data.

Electronic Document Management

Documents are the currency of any successful enterprise and administering these documents has become a challenge for even the most advanced organizations. An Electronic Document Management System is a computer-based system used for managing both electronic and paper-based documents. It allows you to store, search, retrieve digital versions of documents and deliver them – anytime, anywhere.

In today's e-enabled world, instant access sounds like a no-brainer. But companies need solutions that address the many challenges they face. Documents may be created by disparate systems in different formats. Some have become reliant on cumbersome, slow-loading PDFs. Others have organized documents in ways that make it time-consuming to pinpoint a specific page.

Electronic Document Solutions from Pitney Bowes Business Insight can help you overcome these



The Solution

Pitney Bowes Business Insight document archiving and retrieval solutions provide your CSRs with easy desktop access to any bill stored in the system. The CSR sees an exact replica of the patient bill, which reduces call-handling time while building customer confidence. Once the bill is displayed, it can easily be printed or emailed to the patient.

The Benefit

All documents are stored in a highly compressed format requiring significantly less storage than PDF images. Since the technology required to file the documents is built into the system, our solution allows access to documents within minutes of the completed billing cycle.

Reduce Inbound Customer Service Calls

The Problem

Patients expect the ability to view and print their bills through their browser 24/7. However, implementing this type of solution can be costly and difficult without an integrated approach that leverages existing hardware and software.

The Solution

Pitney Bowes Business Insight online self-service solutions give patients immediate access to their bills via the Internet. By posting a simple login page on your website, you can provide this powerful capability. Once logged in, patients can retrieve an exact replica of their printed bill, and then they can view it, print it, pay it, or download a copy for storage.

The Benefit

Reducing the number of calls to your CSRs improves your brand performance and increases patient satisfaction, not to mention CSR morale.

Optimize Postal Discounts

The Problem

The cost of mailing continues to increase. For many healthcare providers and pharmaceutical companies, it represents a sizeable share of their operating budget. In addition, the United States Postal Service (USPS) and other postal organizations now require greater address accuracy.

The Solution

Pitney Bowes Business Insight mailing efficiency solutions enable Full Service Intelligent Mail™ with enhanced mail intelligence. Our solutions maximize USPS discounts, preserve investments in existing software, and provide enterprise-wide business benefits, designed specifically to meet your unique requirements.

The Benefit

Your organization saves substantial amounts on postage from available USPS automation discounts. In addition, barcode tracking of outbound-bill and inbound-remittance mail pieces provide better proof of delivery, allow better cash flow forecasting, and speed patient address corrections.

obstacles – and more. Our high-speed, high-volume, high-performing document repositories provide ubiquitous access to critical communications – through virtually any interface or application. Real-time indexing, compression, storage, and data-retrieval make it possible for you to integrate the most advanced document archive and retrieval solutions directly into your network, call center, or website quickly.

In addition to a broad range of industry-specific applications, our Electronic Document Management solutions can help you:

- Create engaging customer communications
- Provide instant access to exact replicas of printed and web-based documents – even from remote locations
- Quickly locate patient information using an interactive name and account search
- Handle multiple questions quickly through patient-centric document folders
- Create a fully indexed and searchable subset of archives, such as by patient, by doctor, or date
- Comply with legal and records management requirements
- Deploy web presentment and e-payment



Optimize Your Operations and Resources

Healthcare providers and pharmaceutical companies around the world use location data to research current and potential patient demographics and plan site builds and expansion. You can maximize your location intelligence, and make your organization more efficient, effective, and profitable, by implementing our comprehensive suite of software, industry data, and consulting services. These powerful tools enable you to better understand market demographics and trends, analyze competitive threats, and plan expansion logistics.

- Predict a service offering's ultimate build-out potential within a market, region, or nationally
- Maximize market share in the face of increased competition
- Anticipate and quantify patient transfer/cannibalization between locations
- Prioritize capital expenditures/investment based on current macroeconomic drivers within each market

Define Effective Service Areas

The Problem

Healthcare providers best serve patients by creating an optimal network that considers the level and distribution of demand in the market for each service offering. Now, more than ever, the benefits of an effective and efficient network deployment can have dramatic implications for the financial health of the service provider.

The Solution

Pitney Bowes Business Insight solutions help you:

- Strategically develop service networks for optimal patient coverage and profitability

The Benefit

The cost of operations associated with your deployment strategy can make or break your financial stability. Our tools help you make the right decision to best serve the patient community, and help you optimize the impact that your locations and services have on your business.

Select Profitable Locations

The Problem

The healthcare and wellness businesses are quite diverse and include hospitals, medical and dental offices, salons, spas, urgent care, physical therapy, and diagnostic facilities. With technological advances taking place in the health care

The Importance of Customer Data Quality

Customer data, and the quality of the data, is a company's most important asset. Capturing this data accurately and completely, in a timely manner and in a consistent format, while making sure that all parties utilizing the data have a common understanding of what the data represents, is how smart companies integrate intelligence into their daily business operations. Accurate data not only provides a competitive advantage, it is especially important for mission-critical applications and to meet governmental reporting and disclosure requirements. For companies investing or considering investment in CRM and ERP solutions, feeding clean customer data into these solutions is the first critical step to realizing the maximum ROI.

Data quality is a multi-phase process involving:

- Data capture – capturing and collecting source data
- Data integration – combining data from multiple, disparate sources
- Data profiling – determining whether data fields conform to their assumed content
- Data cleansing – correcting inconsistencies and errors
- Data augmentation and enhancement – augmenting and enriching internally collected data with data from external sources

industry every day, outpatient facilities are now serving many of the health care needs that were traditionally performed in a hospital setting. Healthcare providers must find the most profitable retail sites to boost sales of both products and services, while furthering brand performance.

The Solution

Pitney Bowes Business Insight retail site selection solutions help you:

- Identify new locations and profitable opportunities in existing markets
- Select locations to close, relocate, or renovate
- Optimize your location networks for peak profitability
- Predict a brand's ultimate build-out potential
- Maximize market share and per-unit sales performance
- Quantify sales transfer/cannibalization between locations
- Understand fluctuations in the market-level demand using real-time macroeconomic factors

The Benefit

Pitney Bowes Business Insight provides the analysis tools and services that enable clients to find developments and locations where success is almost guaranteed. These

products and services help determine the correct number of units, and the best locations for those units. This vital information provides the foundation to formulate a plan for growth and success.

Profile and Segment Patients

The Problem

Healthcare providers must understand the requirements of their existing patients and learn how to locate similar prospects to achieve sustainable growth.

The Solution

Pitney Bowes Business Insight customer profiling and segmentation solutions enable you to create patient profiles to compare and analyze your patient's lifestyle, purchase behavior, and media habits to optimize merchandising strategies and increase sales. These solutions profile your patient data, which helps you locate new prospects, identify new markets, and target your marketing materials to convert prospects to customers.

The Benefit

Increased efficiency and cost savings are realized by quickly correlating addresses with service offerings, predicting product and service demand, and evaluating cross-sell opportunities.

Reduce Your Risk and Ensure Compliance

Protecting the patient's privacy, which is mandated through the Health Insurance Portability and Accountability Act (HIPAA), is paramount for both healthcare providers and pharmaceutical companies. But this protection does not end with patient, or customer, information, it also extends to billing information, as well. Pitney Bowes Business Insight solutions help to ensure that your patient information is managed and controlled, and that your business complies with government regulations.

Achieve Sarbanes-Oxley Compliance

The Problem

Healthcare providers and pharmaceutical companies must be in full compliance with the reporting requirements of the Sarbanes-Oxley Act. Two sections of the act are relevant to the billing process: Section 302 covers the accuracy of financial statements, specifically stated income tied to patient billing, and Section 404 covers internal controls and dictates that generated bills are actually mailed to customers.

The Solution

To help comply with these guidelines, our software extracts audit logs from four key steps in the bill production process. These audits include:

- Extract Audit pulls data from the billing system into the print production process
- Composition Audit tracks each bill as it merges the data with the print layout
- Printing Audit validates that each bill was physically printed
- Insertion Audit verifies that each bill was placed in an envelope

The Benefit

These four audit logs are consolidated and, once the merged file is created, a program compares the data and identifies those bills that did not complete each step. Once complete, you receive a comprehensive set of processing and exception reports for compliance management. Additionally, the print production process is enhanced to ensure the audit capability is in support of USPS requirements.

Using Location Intelligence to Meet Healthcare Needs

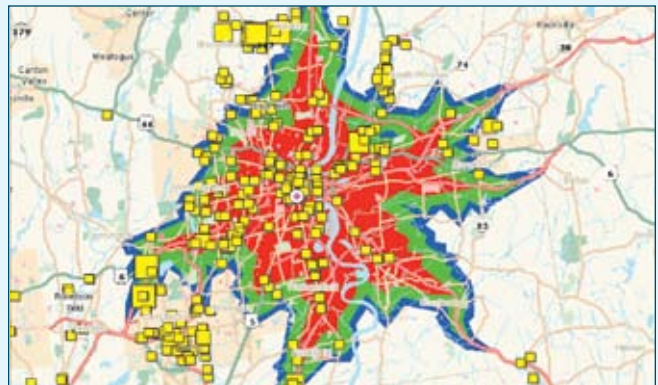
Healthcare providers, public health organizations, and pharmaceutical companies around the world are using Pitney Bowes Business Insight's integrated location intelligence solutions to analyze health and business data, allocate resources and prepare for emergency response. Our powerful desktop and web-based analytical software and industry-leading datasets help administrators, researchers, analysts and marketers make their health industry organizations more effective and more profitable.

Analyze Network Coverage and Measure Program Effectiveness

- Conduct facility analysis and site selection
- Visualize competitive strengths and weaknesses
- Determine growth potential for current and future programs
- Plan for program expansion, staff recruitment and more

Enhance Health Services in Response to Community Need

- Use network development or gap analysis to evaluate services
- Create disease analysis forecasting projections
- Locate specific populations for medical or pharmaceutical trials
- Plan for catastrophic events, emergency facilities and routing



Flag Fraudsters and Protect Patients

The Problem

Healthcare providers and pharmaceutical companies maintain a dynamic customer base with numerous transactions from remote locations, which make it difficult to identify fraudulent parties and identity thieves.

The Solution

Pitney Bowes Business Insight Customer Data Quality™ solutions work in conjunction with your existing applications to monitor incoming transactions and identify hits to multiple international watch-lists. In addition, our solutions flag suspicious personal identifying information, such as inconsistent or mismatched addresses or abruptly changed addresses, in an effort to locate and stop acts of identity theft and fraud.

The Benefit

With a highly accurate and in-depth view of patients, our solutions help protect your company's reputation, mitigate risk, and avoid penalty charges.

Additional Applications Based on Location Intelligence

Target Marketing

Healthcare consultants use location intelligence for the reverse effect to help physicians gain new clients, much like target marketing. Our location intelligence solutions enable consultants to identify patients within a particular geographic area that use insurance providers accepted by a certain physician. This knowledge allows the physician to effectively market their services to an appropriate demographic.

Fraud

Many state agencies reimburse patients for taxi fares incurred while traveling to doctor appointments, if the patient is enrolled in a state medical aid program. Our location intelligence solutions accurately map the patient's home address to surrounding physicians' offices. This ensures not only that the patient visited the closest available doctor, but that the transportation reimbursement was valid.

Epidemiology

Analysts and health agencies, such as the Center for Disease Control (CDC), need to be aware of any and all relationships in disease trends and epidemic planning. This knowledge allows the organizations to narrow down a cause, or even contain a disease. Our location intelligence solutions allow health organizations to geocode the addresses of affected patients, and overlay this information on a map to gain an accurate view of an epidemic population and area. This ability not only facilitates detection and communication, it saves lives.





Conclusion

To remain competitive, healthcare providers and pharmaceutical companies continually strive to simultaneously develop new revenue-generating services to enhance customer loyalty, while streamlining business processes.

Pitney Bowes Business Insight is committed to helping you achieve this goal with an extensive offering of powerful and affordable industry solutions. Our expertise, coupled with our software, data, and services, enables you to cost-effectively find and serve patients, improve operations, and ensure compliance.

Pitney Bowes Business Insight

Operating as one division, Pitney Bowes Group 1 Software and Pitney Bowes MapInfo are now called Pitney Bowes Business Insight. Pitney Bowes Business Insight offers a unique combination of location and communication intelligence software, data and services that can be used throughout an organization.

We combine our deep industry knowledge with our strategic analysis offerings and apply our expertise to help you take action that leads to better, more insightful decisions. You will get a more accurate view of your customers, and integrate that intelligence into your daily business operations to increase revenue, improve profitability and enhance operational efficiency.

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