

# National Health Insurance Group Automates Printing and Distribution of Membership Kits

**Vertical Market:** Insurance/Healthcare

**Application:** Collateral Management and Fulfillment/Personalized Kits

## Strategy

This group offers hundreds of different health plans for its clients employees, each providing a number of options. The current process of processing the correct information to consumers was time consuming and very costly. For each new consumer, the staff would have to manually assemble a kit from static, pre-printed materials, a process that was long and exposed the group to wrong information going to consumers. The proposal of a robust Web-to-Variable Print solution to reduce processing time, costs and a proven solid Quality Control process for sending personalized Kits was presented to the group as a solution.

Our robust process allows the administrative staff to add a new consumer to the health plan or make changes to a current member. It also streamlines the process of data collection and communication across all departments. The information is input into production and used to produce custom personalized kits for each member and all the members who have made edits to their plan options.

All members will receive a personalized ID card with current information on their plans, doctors' contact information plus full color health plan booklet on their health plan. All personalized custom printed kits are assembled, quality checked, sealed and processed for mailing or securely packaged and shipped for desk drop delivery to each member. All members receive current and accurate information on their health plans.

## Results

- Automation and timely delivery of custom personalized information to all members
- Control Branded marketing communications
- Easy access portal for administrative use to choose and order custom kits
- Staff focused on core duties
- Streamlined Quality Control Process for zero tolerance in errors



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