

Medicare Part D provider

Client profile

A large U.S. healthcare benefits manager of Medicare Part D were on-boarding a large number of new policy-holders.

CASE STUDY



Objective

The provider sought a partner to create the on-board kits for new subscribers, providing ID cards, a pharmacy directory, and required patient information. The provider sought to educate policy-holders on plan provisions, to reduce patient confusion over drug payment qualification, and to reinforce procedures for payment. There was also a need to ensure absolute integrity in kit assembly, while providing a secure operation that met HIPAA standards for privacy.

PBMS solution

Pitney Bowes Management Services (PBMS) developed a print fulfillment and mailing workflow that receives daily data downloads from the plan provider. This allows for PBMS to produce and mail versioned materials for in-line subscriber cards and on-board kits daily. An inspection process, leveraging unique piece IDs and barcode scans, ensures kit integrity. Additionally, on-line process reports provide the plan provider with visibility into production and with confidence in execution.

Results

The plan provider is very satisfied with the performance of the program and continues to entrust PBMS with production and distribution of these critical documents. Initial provider network directories have been replaced with variably printed directories using a travel radius around subscriber homes to reduce printed pages and save significant distribution costs.

Benefits of high integrity and regulated workflow

- Greater confidence of output through a fully inspected process
- A transparent process through on-line reporting of production status
- Lower print and distribution costs by 75% through localized directory content over initial welcome kits

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