

Relevant Mailings Help Insurer Engage Members For Better Health



Situation

A leading national provider of health insurance plans wanted to improve member health by providing educational information relevant to their individual needs. The company produces personalized letters which it mails with appropriate inserts to inform members about ways they can manage their pregnancies and other medical conditions for improved health. However, the process was cumbersome, with mailing turnaround times varying between 10 days and 3 weeks. Members complained when mailings were skipped, and sometimes information was sent to the wrong person.

Solution

Taylor Communications diagnosed the insurer's problems with a thorough analysis of existing fulfillment and mailing procedures. Opportunities to optimize shipping and postage, while improving mail accuracy and timeliness, were immediately evident. For mothers-to-be, Taylor Communications designed a series of 18 different template based letters that are mailed with printed inserts throughout the member's pregnancy. The process is triggered by the due date submitted with the obstetrician's initial claim and the member's policy. Topics coincide with risk factors common during a particular trimester. If members participate in online surveys they can receive special rewards, such as a book published by a renowned clinical authority on maternity or a wedge pillow to relieve aching backs. Taylor Communications handles the fulfillment of these items, as well.

Client:
Leading Healthcare Insurer

Market:
Financial Services: Insurance

Solution:
Personalized Mailings to Promote Member Health

Services:
Data Management
Variable Print on Demand
Kitting and Fulfillment
Mailing Services

Benefits:

- Increased member involvement in their health
- Speedy, cost-effective fulfillment and distribution
- Improved mailing accuracy

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The insurer sends customer data to Taylor Communications data assortment of 110 different educational brochures. Nurses who have spoken with members about their conditions on hotline calls or during wellness programs enter member data into a system that maps their issues. It's not uncommon for a single person to be coping with multiple challenges, such as obesity, diabetes and heart disease. With the help of Taylor Communications, the insurer can target the right combination of inserts to members depending on their individual needs. For this program, data is sent to the company's digital print production facility in Westborough, Mass., for output and kitting with educational flyers and brochures.

Special care is taken in the design of envelopes to protect patient confidentiality by prohibiting any sensitive information from peeking through the window.

Taylor Communications also helps the insurer provide mail communication to remind members of appointments, including the right telephone extension in Member Services to call for targeted health questions.

The system was designed for a high degree of flexibility. Depending on member needs, mailing volumes can range from 2,500 to 17,000 per month. Member wellness mailings are scanned for readability, ACE (Address Element Correction) and CASS certified, then barcoded for USPS automation where

applicable. This has saved money by reducing the number of undeliverable pieces returned and ensuring the lowest presort rates possible. Because letters and packages leave Taylor Communications facilities as "live mail" there are no delays entering the mailstream and reaching members.

Benefits

Studies have shown that relevancy increases readership. With the support of Taylor Communications, this national insurer is able to provide its members with educational information tailored to help them proactively manage their health. This improves their quality of life and satisfaction with their health plan, while it saves money for the insurer – truly a "win/win" for everyone:

- Simple, reliable process for medical staff to sign up members improved productivity.
- Greater relevancy of material increased member engagement.
- Perfect track record of mailing accuracy for more than a year increased member satisfaction and reduced complaint calls to Member Services.
- Streamlined data management, production and distribution ensured that members get needed information more quickly.
- Automated mail processing and specially designed envelopes delivered significant savings from the optimal use of postage discounts

Are you interested in improving customer loyalty and generating a positive return on your marketing investment? Contact Taylor Communications today!