



4 Key Reasons to Outsource Your Health Insurance Marketing Programs to a Single Vendor

A white paper provided by Taylor Communications
February 2017

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Executive Summary

The business side of hospitals and health insurance companies has a long history of working with outsourced partners for a variety of needs. For example, institutions have long driven greater efficiency by partnering with vendors for physical tasks such as food preparation, janitorial services and housekeeping. Health insurance companies often outsource certain IT services and contact center operations, among other activities.

Taking this approach allows health care leaders to focus on their core business: providing care. But what about the critical need for patient and member communications? Often, this responsibility is something executed by an in-house marketing team, even with the support of an internal print shop. Increasingly, however, savvy Chief Marketing Officers (CMOs) are directing their resources to vendors capable of getting their messages out in a secure, cost-effective, multi-platform way. In this white paper, you'll find the four top drivers that support the wisdom of outsourcing communication programs.

The Need to Keep Tabs on Cost Containment

The shift from fee-for-service and volume-based care to population health management and value-based care; mega hospital and insurer mergers; exponential growth in consumer appetite for virtual health information and interactions. These prominent factors impact how organizations interact with patients. However,

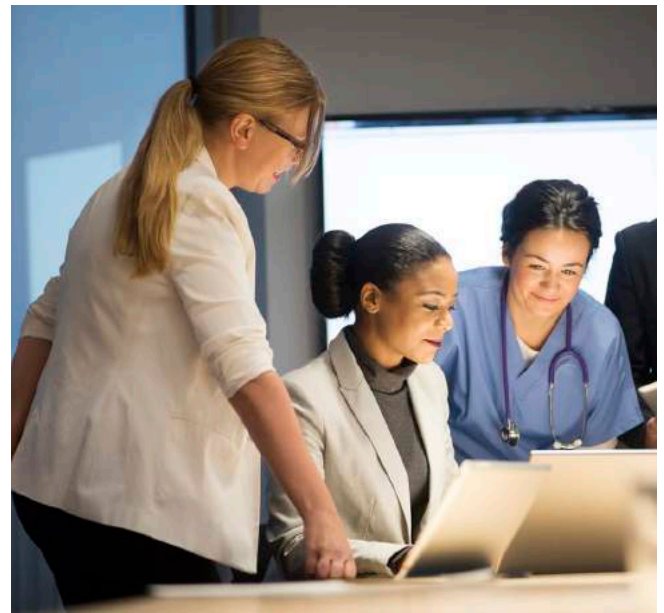
as budgets tighten to accommodate regulatory and industry initiatives, CMOs are looking for new ways to communicate more effectively, while also cutting costs.

"How well does the health care industry handle greater demand with rising costs and trends like industry consolidation?" asks Kelly Barnes, U.S. Health Industries Practice leader for PricewaterhouseCoopers. It will be businesses that prioritize addressing patient needs and increasing value that are best-positioned to succeed, according to Barnes.¹

What's the True Cost?

If you employ an in-house communication staff, you may have found it to be an expensive operation. First, you created a dedicated work space with full-time employees. Then, you purchased or leased the necessary technology and equipment.

On the other hand, if you outsource to multiple vendors, or balance a mix of internal and external resources, it may actually be more difficult to get a handle on your total spend. Likewise, you may struggle with maintaining a consistent brand, message and voice.





Benefits of Outsourcing

A common mantra in nearly every industry is to “do more with less.” Outsourcing is one way to boost the productivity of your existing staff, while also achieving these benefits:

- Predict and control costs more accurately
- Maintain brand and message consistency
- Eliminate inventory and reduce distribution costs
- Reduce overhead of FTE staffing
- Adhere to corporate mandates for vendor consolidation
- Comply with state and federal mandates

From segmentation to 1:1 personalization, savvy health care marketers are using data to encourage healthy behavior changes.



Apply Health Care Data for Maximum Impact

Through interconnected, multitier and multisector approaches, we can improve the accessibility, quality and safety of health care; reduce costs; and improve the health and quality of life of millions of people in the United States.² And health care organizations realize that actionable data insights are the driving force behind meaningful engagement.

Most leaders acknowledge they need to take a data-driven communications strategy to support population health management. However, achieving this internally, or finding the right partner to develop the highly engaging, one-to-one patient communications element of population health management, is a major challenge.

Select a Partner with Proven Experience

Of course, very few of the 30,000 commercial printers operating in the United States today are able to offer data and analytics services. When making the move to outsource, be sure to ask potential communications partners how they will:

- Unify the patient or member experience across all touchpoints
- Identify and focus on desired health behaviors
- Use data to motivate and incentivize those behaviors
- Target individuals with personalized offers through multiple channels
- Incorporate predictive analytics into overall strategies to forecast – and address – condition and disease management
- Apply closed-loop analysis and continuous optimization of communications

Benefits of Outsourcing

You'll benefit from the expertise of an outsourced vendor who can help you capture, analyze and apply health care data. The right vendor can help you:

- Target high-value consumers based on "best patient or member" profiles
- Focus on at-risk populations to improve clinical interventions and financial outcomes
- Incorporate tests of formats, media channels, messages and offers to determine the right mix with the best ROI
- Track response through multiple calls-to-action, giving you the ability to continuously optimize future campaigns

Achieve Greater Flexibility and Efficiency

Printing is one of the higher expense categories in health care,³ and it's one of the reasons many health



care organizations created internal shops to manage their print projects. However, many of these internal operations have closed in the face of evolving channel preference for digital, as well as the need for shorter runs, wide-format and faster turnaround.

Rather than be limited to the capabilities of internal equipment, you can have access to a wide variety of formats, in addition to more finishing and fulfillment options, when you outsource to a full-service vendor. Additionally, you can get access to health care marketing writers and designers who specialize in print, email, Web, PR and other disciplines.

Two Ways to Measure Efficiency

- 1. Cost and Time:** As previously mentioned, cost efficiency is a big factor when you are faced with the decision to outsource a marketing communication program. Some vendors even offer online ordering portals and workflow automation, which also boost staff time efficiency.
- 2. Behavior Modification:** Another measurement of efficiency is how *effective* each element of the communication program is. In a specialized industry like health care, you need to partner with a company that has the health care and marketing experience to take complex regulations and medical jargon, and deliver it in simple language that a layperson can understand. Only then can recipients apply that information and take action to improve their health and well-being.

Benefits of Outsourcing

- Access to a full scope of creative services and multichannel tactics
- Access to the latest equipment, applications and technology
- Ability to be more nimble in responding to ever-changing audience needs and preferences

Maintain Security and Ensure Best Practices

For any industry, security and privacy are cornerstones to customer loyalty. When you are dealing with people's confidential medical information, cybersecurity becomes an even deeper concern. Russ Branzell, Chief Executive Officer of the College of Health Care Information Management Executives, says hospitals are "extremely at risk" for cyberattacks: "Without a doubt, this area has not received the full level of attention in health care that other industries have accorded information security."⁴

This understandable concern, which impacts health insurance companies too, often leads health care leaders to dismiss the idea of outsourcing to a communications vendor. But consider this:

A print communications vendor is often better secured and more aware of possible cyber threats because that is a primary component to its business model. Unlike a hospital or health care system, which must deal with multiple business concerns simultaneously, communications vendors have dedicated resources and staff in place to drastically reduce the risk of security breaches.

The Financial Stakes Are High

Currently, U.S. regulatory processes penalize health care organizations and their business associates under the Health Information Technology for Economic and Clinical Health (HITECH) Act and the Health Insurance Portability and Accountability Act (HIPAA) for breaches. Offenses can affect electronic or physical data.

- Cybersecurity breaches can incur additional costs beyond penalties. If there is a data breach, the resulting publicity can damage an organization's reputation. The time associated with a protracted internal investigation can also be expensive and labor intensive.

- Consumers worry about the vulnerability of connected medical devices and the expansion of digital medical files to security breaches and cyberattacks. Patient confidentiality has never been more at risk.

Benefits of Outsourcing

Health care leaders and CMOs should view an outsourced communications vendor as a partner who is committed to helping the organization maintain data security. In return, they will receive:

1. Support from a robust IT infrastructure
2. Demonstrated best practices in health care IT, including security auditing, SOC II and HITRUST certification, Disaster Recovery (DR) and HIPAA compliance
3. Communication programs that follow anti-spam, privacy and security policies
4. Data exchanges that are compliant with privacy and security concerns through physical measures to restrict unauthorized access to sensitive data

Conclusion

Partnering with an experienced, proactive communications partner gives provider and payer organizations a two-fold advantage: time- and cost-saving efficiencies, as well as the ability to securely deliver more relevant, targeted information across multiple channels that ultimately drives behavioral change.

Who is Taylor Communications?

Taylor Communications is a global communication solutions provider, with powerful and innovative products, services and technologies that connect people to your brand. You'll see our solutions in your mail box, email, retail settings and mobile devices. We help organizations like yours connect with their customers and improve control of budgets and brand – to better compete in the marketplace.



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