

Healthcare Case Study

A major provider of healthcare benefits needed to provide a package to its members that required the output of personalized information on 11 separate pages within the package that included a personalized cover letter and two separate 5-page healthcare insurance riders.

The challenge for Adams Direct was to combine existing technologies across four internal departments to utilize digital presses to output the required information and then provide a 100% match capability for large production volumes that guaranteed the match of all components within each package.

The first step was to separate the client's database into separate cells for each type of plan and to then process the list through Adams' standard suite of unique data enhancement services that eliminate duplicate records, update mailing addresses and apply presort parameters to maximize postage savings. The mailing file was then set-up with all individual variables in fixed fields to guaranty accuracy and with match codes to facilitate the use of Adams' CameraSmart technology for high-speed machine matching of the 3 documents into the #10 outer window envelope.

The second step was to develop imaging routines for the printing of a letter and 2 different rider documents utilizing Adams' Xerox iGen4 digital presses. A key to providing sequenced documents for each individual member while containing costs was to Adams' full 14 x 26 sheet size to produce the 2 multi-page documents that could then be folded and trimmed while remaining in the required sequence for inserting.

The third step was to develop a job-specific match program to accumulate and fold the 3 matching documents (a total of 7 separate sheets all containing data specific to the individual) and guaranty the match using optical code readers during the insertion process. The unique processes developed for this program were then further utilized on subsequent programs that required the matching and insertion of personalized (and variable length) documents for member mailings.

Adams Direct & Media Services is a data-driven marketing company founded in 1965 that specializes in producing high impact direct mail programs for the healthcare industry. Our proven expertise in program management utilizes multi-channel messaging capabilities to maximize response and ensure the success of your program.

