

## Print Production Services

Industry Offering Brief

Health Insurance



# Let us worry about your documents so you can get down to business.

Many health insurance organizations are looking for new ways to build efficiency and greater cost-effectiveness into their document production.



As technology evolves, your people probably spend more and more time creating, sharing, accessing, modifying and publishing documents. You can streamline your entire enterprise by letting your employees focus on what your company does best—while Xerox handles your critical documents and document-intensive business processes.

Xerox Global Services professionals can help manage and reduce the true total cost of documents in your enterprise, enable more effective business communications for desired member response, and streamline operations and improve efficiency via digital document processes and print on demand.

*“From EOBs to marketing materials for your members, documents are the lifeblood of the health insurance industry. We know the document life-cycle inside and out and can provide end-to-end document management that will produce results you can measure and allow your employees to focus on core competencies.”*

Cindy Buvens  
Print Production Specialist  
Xerox Global Services

## THE RIGHT SOLUTION FOR YOUR CHALLENGE.

### Challenge: Low response rates from marketing communications.

We leverage a wide range of customer data to create personalized collateral that speaks to the unique needs and interests of individual members and can generate over 30% faster response rates.

### Challenge: Escalating expense of producing member materials.

Our Document Advisors are experts at procuring print services that fit your needs with the quality you demand, typically saving 15%–30% on printing production costs alone.

### Challenge: The growing cost of long-term storage.

By migrating your document production to on-demand digital printing, you can minimize your storage requirements and costs by printing what you need when you need it, as well as drastically reduce discarded collateral.

## Our Approach

Xerox Production Consulting Services provide professional management of your business processes so your employees are free to concentrate on your company's core business. Xerox provides state-of-the-art systems, equipment, personnel and methodologies designed to assess, implement and manage your production environment.

### **Customer Communication Services**

The cost-effective way to make your customer communications more powerful by making them more relevant.

### **Production Optimization Services**

Rely on our document management expertise and proprietary technology to bring savings from your print production workflow.

### **Print Procurement Services**

An ideal solution for organizations that want to maximize the efficiency of their print-buying function.

## Results

Xerox Production Services is the ideal way to improve productivity and service levels while decreasing operating costs everywhere from the desktop to the mailroom. Typical results include the following:

- Provides a one-stop-shop for total life-cycle management of client documents.
- Gives you a single focal point of accountability for delivering measurable business results.
- Brings electronic document delivery and print-on-demand capability by managing the creation, production and fulfillment of documents.
- Accelerates the migration of client documents and processes to a digital format.

*The Xerox Health Insurance team has years of experience and is uniquely positioned to help health insurance providers improve the way they handle documents to make them as efficient and effective as possible. We would like to do the same for you.*