



Print Management Streamlines Communications for UPMC

Challenge

UPMC, a prominent health system and insurance company, was looking for a more efficient way to facilitate direct mail communications to its many Medicare, Medicaid and commercial health plan members. The UPMC organization wanted to consolidate vendors and reduce its mailing costs while still retaining the flexibility and control necessary to meet strict compliance requirements regarding the speed of sensitive communications.

Solution

Taylor Healthcare called upon the diverse capabilities and resources of Taylor Corporation to create the type of flexible, responsive print management model that UPMC needed.

- Production and fulfillment of everything from enrollment kits and provider directories to Annual Notice of Change (ANOC) and Explanation of Benefits (EOB) communications is provided by Taylor Healthcare.
- Venture Solutions, a Taylor company, manages the customer data and provides customer communications management (CCM) services to the UPMC HealthPlan organization.
- Taylor's distribution center network provides print-on-demand, warehousing, kitting and fulfillment services.
- Custom workflows have been created that allow UPMC to transmit content for unscheduled customer mailings that must be produced quickly and hit the mailstream within tight timelines.
- All of the above can be monitored and controlled through Taylor and Venture Solutions' industry-leading online customer portal technologies.

Results

Taylor Healthcare's comprehensive approach to print management has enabled UPMC to realize important operational efficiencies.



COST REDUCTION

Taylor Healthcare has delivered \$2.7 million in hard cost savings to UPMC over the past five years.



REGULATORY COMPLIANCE

Taylor and Venture Solutions' vast production network allows UPMC to meet stringent compliance requirements.



DIVERSITY SPEND

UPMC realizes Tier 1 and Tier 2 diversity spend through Taylor's relationship with a Minority Business Enterprise (MBE).