

# StatementPacks® Reduce Operational Costs For Large Health Plan



With StatementPacks, members receive a convenient, secure package of information rather than separate mailings throughout the month.

The healthcare company is saving approximately \$700,000 a year by delivering member communications within a StatementPack.

StatementPacks support privacy standards and regulatory requirements.

One of the nation's largest health plans with more than 10 million members leverages Broadridge customer communications solutions to deliver 80+ million statements a year. The company benefits from innovative print and postal optimization solutions, including Smart Commingling<sup>SM</sup> and automated return mail processing, and was seeking to further reduce their print and mail costs. After analyzing their data, the company discovered they were sending the same members multiple communications a month—making them a good candidate for StatementPacks®.

StatementPacks combine multiple mail pieces, like monthly invoices and explanation of benefits (EOBs), in a single envelope based on exact name and address match. Produced in Broadridge's El Dorado Hills, California facility, each communication remains in its own envelope within the package, maintaining privacy and security.

The company decided to introduce StatementPacks to a small number of its members in August 2017 with the intent of increasing the volume over the next few months. In February 2018, the company implemented their EOBs, reducing mail pieces by more than 400,000 a month. Not only is the company realizing substantial savings—approximately \$700,000 a year—they are also providing members with a simpler and convenient experience by delivering their daily communications in one package.

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Considering approximately 1 in 9 mail pieces go to the same address on any given day, clients have the opportunity to offset postage costs with StatementPacks rebates.

"Clients are able to save up to 10-25% by implementing StatementPacks, depending on their volume," stated Mury Salls, Senior Vice President, Broadridge Mail. "StatementPacks use Broadridge's technology to drive down postage costs while taking house holding to the next level. By sealing each communication within its own envelope within the bigger StatementPack, customers gain added privacy and convenience."

#### REALIZE SIGNIFICANT BENEFITS WITH STATEMENTPACKS:

- Reduce postage costs through StatementPacks rebates and improved postal density while meeting regulatory requirements
- Offer customer convenience and increase privacy—essentially mail is double sealed
- Reduce risk of undeliverable documents by bundling various print communications

Broadridge, a global fintech leader with \$4 billion in revenue, provides communications, technology, data and analytics solutions. We help drive business transformation for our clients with solutions for enriching client engagement, navigating risk, optimizing efficiency and generating revenue growth.

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