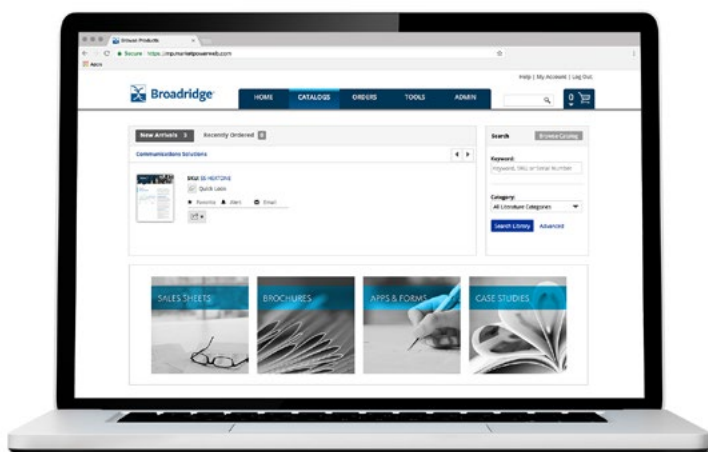


ContentHub

Your multi-channel healthcare collateral management and distribution platform



Your teams can easily access and deliver print and digital communications, including open enrollment materials, letters, postcards, welcome kits, and more

Member communications need to be relevant and delivered effectively to increase engagement, drive healthier outcomes, and enhance the member experience.

With Broadridge's ContentHub, you can access real-time, relevant collateral and deliver it digitally or in print.

MANAGE YOUR COMMUNICATIONS EASILY

Innovative healthcare organizations rely on ContentHub to manage their collateral—from meeting brand and regulatory requirements to distributing content across channels.

Our solution offers a centralized location for your internal teams to access a library of approved member materials and distribute personalized communications to members and prospects.

ContentHub can be accessed directly or through seamless integrations. You can send print and digital communications to one or multiple recipients without leaving your CRM system.

In addition to digital delivery, ContentHub provides efficient print-on-demand (POD) capabilities, leveraging Broadridge's sophisticated fulfillment technology, proven processes, and print and postal optimization solutions.

DELIVER BOTTOM-LINE RESULTS

- Streamline print and digital content management
- Customize plan and member-specific communications
- Leverage integration capabilities
- Offer an intuitive, single sign-on (SSO) ordering process
- Provide insights on each piece of material within a searchable content library
- Deliver real-time tracking and reporting to understand effectiveness of communications

FEATURES AND BENEFITS FOR SALES AND SERVICE USERS



Collateral Management and Delivery

Quickly find, organize, and disseminate print and digital materials that meet CMS requirements



Digital Personalization and Customization

Dynamically tailor plan and member content for more engaging communications



Digital Order Processing and Delivery

Leverage your CRM plug-in for mobile and iPad order fulfillment, and send content to recipients digitally



Efficient Fulfillment and Print-on-Demand Process

Streamline efficiencies and lower costs by leveraging end-to-end POD technology and proven processes

COMPREHENSIVE SYSTEM



Hub and Spoke Architecture

Access content from various locations, including your intranet and microsites—securely and effectively



Integration Compatible

Integrate seamlessly with CRM and Digital Asset Management systems

FEATURES AND BENEFITS FOR ADMINISTRATIVE USERS



Customer-Centric User Experience

Customize the portal for each group, providing an optimal user experience



Control at Your Fingertips

Select contacts, customize, preview, order, and confirm shipment and receipt of printed materials



Compliance Controls

Administer key controls, including business rules, user access, approval workflows, and security privileges



Comprehensive Reporting

Order, track, and report all activities, expenses, and outcomes in real-time

BROADRIDGE FAST FACTS:

- 7B communications delivered annually across print and 12+ digital channels
- Invested \$1B+ over the last decade in print and digital
- Achieved ISO, PCI, HIPAA and HITRUST CSF compliance and security designations
- 7 geographically dispersed facilities help ensure disaster recovery while providing a strategic footprint
- 100+ patents and pending applications for technology innovations issued by U.S. Patent and Trademark Office

[Click here to learn more about ContentHub.](#) To find out how our healthcare communication solutions can transform your member experiences, call +1 844 889 4040.

Broadridge Financial Solutions (NYSE: BR), a global Fintech leader with over \$4.5 billion in revenues, provides the critical infrastructure that powers investing, corporate governance and communications to enable better financial lives. We deliver technology-driven solutions to banks, broker-dealers, asset and wealth managers and public companies. Broadridge's infrastructure serves as a global communications hub enabling corporate governance by linking thousands of public companies and mutual funds to tens of millions of individual and institutional investors around the world. In addition, Broadridge's technology and operations platforms underpin the daily trading of on average more than U.S. \$10 trillion of equities, fixed income and other securities globally.

broadridge.com



Broadridge[®]

