



Health Care Provider POD Case Study

Print on Demand / Fulfillment System

tgi
direct
Marketing Support Services

5365 Hill 23 Drive • Flint, MI 48507
phone: 810.239.5553
web: www.tgidirect.com

Case study objectives

Project:

Design and build a print on demand/ fulfillment system for a large Michigan based health care provider.

Market:

Health Care

Business Application:

Print production and distribution of personalized post enrollment booklets.

Project Objectives:

Design and build a secure web portal that (is):

- HIPAA compliant
- Incorporates a file transmission system that includes a notification feature for feedback to functional managers regarding orders, daily order summaries, delivery notifications etc...
- Allows for multi user access and different access levels

- Build a fulfillment system that incorporates both preprinted components and print and demand components. This system will:
 - Provide feedback on inventory levels of supplied products
 - Provide dedicated project managers to the client to perform as an extension of the client's team.



Significant Results:

TGI Direct eliminated the legacy manual pick pack process of post enrollment booklets. This allowed for cost savings in labor and reduced human error resulting from the previous method's manual collation process.

TGI Direct increased the level of personalization and relevance of post enrollment booklets; this reduced the number of pages/booklet as well as call center hours devoted to post enrollment issues.

This system helped the client to avoid logistical and other expenses derived from obsolescence and waste due to documents being revised or inactivated.

Reduced total per booklet cost (57%).

Project Description:

A large health care provider serving the mid Michigan area recognized that it had several inefficiencies in how it produced and distributed new member information. The company was manually collating and fulfilling orders for post enrollment booklets. These booklets serve as a reference tool for new members to review their policy parameters and details. This legacy system proved to be grossly inefficient because of the labor costs associated with manual collation and the high occurrence of assembly and logistical errors.

TGI Direct designed and built a web driven Print on demand (POD) site that virtually eliminated the need for manual collation. Post enrollment booklets are printed in one off quantities and completely personalized for the new member. In addition, new members can view their policy information online via a seamless backend portal linked to the client's website. This POD site also allows for the Client's document management team to add, remove, and/or edit documents in real time. This capability allows the client to be compliant with revisions and reduce waste.

Summary:

Summary:

Client	Large NYC based Health Care Provider
Provider	TGI DIRECT
Software Provider/Partner	TGI DIRECT
Hardware	Xerox iGen3
Target Audience	New Health Care Clients
Distribution	50,000 units annually
Date	On going