



Optimizing Client Communications and Distribution

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Case Study | Industry: Healthcare

## Leading Healthcare Provider Mail Delivery System



*TGI Direct's new mail delivery system has greatly improved the client's mail delivery rate and cleansed the client's database of faulty records.*



### **OBJECTIVE:**

Michigan's leading healthcare provider needed to revise and improve their customer mailing system in order to achieve a higher mail delivery rate, improve their client database and update the mailing list of faulty records. This new system needed to forward mail to alternative addresses whenever possible, use National Change of Address (NCOA) data to improve member address data and ultimately achieve little or no physical mail returned to the client.

### **STRATEGY:**

TGI Direct thoroughly examined the client's existing mail delivery system, looking for ways that it could be improved and provide a higher rate of mail delivery. TGI Direct placed Ancillary Service Endorsements (ASE) on the front of each envelope sent out to provide the U.S. Postal Service with specific instructions on how to handle undeliverable mail. A Change Service Request (CSR) was also placed on each envelope to make the process of updating their address information easier for the mail recipients. In addition, TGI Direct utilized Address Correction Services (ACS) that provided an electronic format for returns and undeliverable mail. TGI Direct established National Change of Address business rules and mailing methods for various "buckets" of mail. All CMS documentation was then reviewed to confirm address updates/changes procedures and a custom report was established that clearly displayed these results.

### **RESULTS:**

TGI Direct's new mail delivery system has greatly improved the client's mail delivery rate and cleansed the client's database of faulty records. Valid records were increased by 4%, and an estimated 95% of physical returns were eliminated using CSR and ACS applications. TGI found approximately 7,000 NCOA records that were not updated in the client's database and adjusted another 10,000 slush records in the database. An estimated 20,000 mail returns were prevented using TGI Direct's new system, and \$25,000 in potential postage and return mail costs were saved.