

100% 10,500

PERSONALIZED
BOOKLETS EACH DAY

ACCURACY

CONFIRMATION OF HEALTH INSURANCE & OPEN ENROLLMENT BOOKLETS

THE OPPORTUNITY

One of the world's largest providers of business outsourcing solutions approached AGS to help create a more efficient subscriber communications workflow. This project required AGS to handle the printing and distribution of tens of thousands of confirmation of health insurance booklets and open enrollment booklets. Since each booklet is highly personalized and contains very sensitive information, it was of the utmost importance that the data be handled extremely carefully and that each booklet not only be customized for its intended recipient -- but also reach them within a specified time constraint.

THE CHALLENGE

Since the daily amount of work coming from this client could vary, meaning one day the volume could be low and another day the volume could be high, AGS needed to be prepared to handle a print volume of up to 10,500 books per day. Just as important as the need for speed was the need for AGS to handle ultrasensitive individual health insurance information. In addition, the turnaround time from file arrival to mailing is typically only 36 hours. This timeframe includes everything from the processing of incoming print files, printing, saddle-stitching each booklet, insertion of booklets and mailing. And of course, all of this needed to be done error free.

THE SOLUTION

This particular project was the perfect fit for AGS's Kodak Prosper 5000XL Digital Press. The Prosper excels at high-volume, robust variable data projects and this client's need for highly personalized customization and speed was a great match.

With almost 40 years of data-programming experience, coupled with HIPAA Awareness and Security Training, AGS was equipped to handle the highly sensitive data appropriately. HIPAA compliance ensures AGS complies with federal regulations for handling data. As part of the compliance, multiple security measures are in place at AGS's facility, including:

- Secure ftp to ensure that files coming from clients are transferred safely and securely.
- Standard procedures to ensure that any waste after a print job is immediately shredded and that waste bins are locked up at the end of each day.
- Processes to ensure adherence to security compliance.

The need for a zero-error process is easily achieved utilizing AGS's Vision Integrity Verification Automation (VIVA system). The importance of handling sensitive information appropriately and the need to ensure that the correct documents were being placed in the right order within each booklet facilitated the use of the VIVA system. VIVA audit tools tie each page back to its corresponding piece of data to guarantee the one-to-one relationship between data and the recipient down to the page level.

Cameras and data logging at all critical stages of the finishing process ensure full-scale package integrity, page integrity and job reporting. Through the VIVA system, a master secured database references the job log and updates it with every movement through production.

All of the above investments in technology and training translate to a very satisfied client.