

SECURE HEALTHCARE COMMUNICATIONS

A MANAGED CARE ORGANIZATION FINDS SUCCESS UTILIZING AGS

A relatively new Medicaid-based company was looking to grow its membership through a variety of member outreach initiatives, including new member welcome kits, monthly and quarterly letter mailing programs, handbooks and member ID cards. Prior to reaching out to AGS an RRD Company, the Managed Care Organization (MCO) was utilizing a few different vendors to send out communications, but did not have a way to track when member materials were sent, and did not have a consistent way to manage communications. In addition, in order to adhere to state compliance requirements, the MCO oftentimes needed to send out communications with SLAs as tight as 48 hours, and more often than not, was missing these tight timelines.

STREAMLINING PROCESSES

Enter AGS, and their ability to quickly adapt and problem solve. In the healthcare world, compliance is incredibly important. MCOs need to ensure that specific communications are sent to members within specified timeframes, and in case they are ever audited, they need to be able to accurately track when those communications are mailed. To help streamline the MCO's processes, AGS created two portals: a Streamline portal to manage inventory and a customized portal to manage workflows.

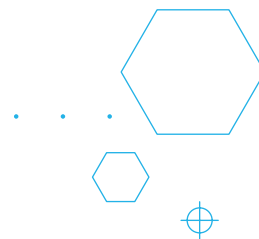


The Streamline portal centralized all of the MCO's communications, which include stationary products, letters, handbooks, directories and marketing materials. This enables employees from various departments within the MCO to easily access and send materials when members need them.

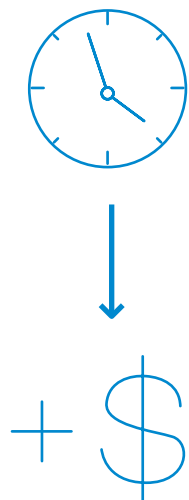
The customized web portal was created to automate processes and manage secure workflows for the member mailings. These mailings include monthly and quarterly educational letters, invoices, ID cards, welcome packets/kits, case management letters, and more. AGS worked with the MCO to streamline the layout of many of their pieces. To do this, AGS created templates for standard communications, and handled the design and programming of dozens of materials to make it more efficient for the MCO to send their communications out in a timely manner. The new processes that are in place make it easy for the MCO to store approved templates, and for AGS to receive member mailing list files, process lists, archive records and push files to production.



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STREAMLINING PROCESSES



Typically, SLAs for this MCO are extremely tight, ranging from 48-72 hours for letter mailings, 48 hours for recertification packets and 24-48 hours for member ID cards and welcome kits. The previous vendors that the MCO used had trouble meeting SLAs and to address the turnaround issue, ended up mailing all personalized communications via first class mail, which came at a high price. The MCO came to AGS and asked them for cost-saving ideas. To achieve a reduction in costs, AGS created efficiencies in its processes. By building in automation, member communications are now processed with one to two days. Member data files are uploaded into the portal by the MCO on a daily basis via secure FTP, data files are processed and communications are printed and then mailed. By processing and printing everything within the strict SLAs defined by the MCO, communications can be mailed via standard mail and still be received within a timely manner by members. Postage savings have already reached \$1800/week.

GETTING THE JOB DONE

AGS, a HIPAA and SOC2-compliant facility, enlisted several additional RRD HIPAA-compliant locations in the region to ensure that production is not interrupted for the MCO during peak season, when thousands of communications need to be processed, printed and mailed each day. In addition, these facilities are part of AGS's business continuity plan should there be an issue that upends AGS's ability to handle work.

The MCO has been successfully utilizing AGS and their automation solutions for more than a year, with the scope of work expanding. Users of the system have been extremely pleased, in terms of speed of turnaround, the ability for all member communications to be tracked with a date and time stamp and AGS's ability adapt and adjust as necessary.

A win-win for all.

