

Upgrading production technology to full color creates a competitive edge

Customer profile

Emdeon

- Provides revenue and payment cycle management as well as clinical information exchange solutions to the U.S. healthcare system
- Product and service offerings integrate and automate key business and administrative functions of payer and provider customers throughout the patient encounter



Anticipating and exceeding client needs

Emdeon is a leading provider of revenue and payment cycle management and clinical information exchange solutions, connecting payers, providers and patients in the U.S. healthcare system. Through the use of Emdeon's comprehensive suite of products and services, organizations can improve efficiency, reduce costs, increase cash flow and more efficiently manage the complex revenue and payment cycle and clinical information exchange processes.

Business challenge

Managing billing to insurance and third-party payers is a critical function within the healthcare revenue cycle. Patients want accurate, easily understood information; providers need fast, efficient systems that also meet HIPAA privacy requirements. By connecting information intelligently and making key administrative processes easier, Emdeon attempts to simplify the business of healthcare for everyone. However, the company knows it needs to continually improve services in order to maintain its status as industry leader.

"Independent of page complexity, our Pitney Bowes IntelliJet Printing System consistently operates at 400 feet per minute with a 30" wide format and industry-leading color quality."

— Jon Eaton, Director of Manufacturing

Technology used

- IntelliJet™ 30 Printing System
- Production Intelligence® Software
- Mailstream Productivity Series, Advanced Productivity Series, and FlowMaster® Inserting Systems

“As a result of moving to digital color print, we’ve been able to enter markets we couldn’t even contemplate before, growing our business while managing costs and giving clients their best service ever.”

— Jon Eaton, Director of Manufacturing

Solution

To maintain its competitive edge and gain efficiencies, Emdeon implemented the IntelliJet Printing System from Pitney Bowes for advanced, full-color statement printing technology. “This involved efforts between many departments within Emdeon and Pitney Bowes working together on everything from application migration to inventory management to facilities changes,” explains Jon Eaton, Director of Manufacturing. “This had to be done in a manner that would improve performance without affecting our customers’ statement quality or delivery.”

In the past, statements passed through an outside vendor first to print only the parts of the statement that were printed in color, such as the provider’s logo. The pre-printed shells were held in inventory until needed. When it was time to print customer statements, the shells were sent through a black-and-white printer to add personalized information such as the patient’s name and account balance.

In preparation for moving to digital color print, Pitney Bowes helped Emdeon migrate more than 1,500 applications from using pre-printed forms to printing full variable data on plain white roll-fed paper. This meant Emdeon could eliminate its inventory of up to 85 million cut-sheets.

With this White Paper Factory™ solution, Emdeon is now able to produce high-quality color statements for clients while at the same time realizing a dramatic cost savings for the print and mail operation. As

a result of having shifted workflow from cut-sheet to roll-fed, the company has increased operational efficiency by 15 percent and can now assemble as many as 185,000 documents per inserter in a single shift. Production Intelligence software allows Emdeon to optimize workflow while gaining a real-time, end-to-end view of the entire process, right down to the integrity of each mail piece.

Benefits

- Reduced cost and storage space of millions of sheets of paper, by eliminating the need to order, store and manage over 1,500 different preprinted forms
- Streamlined workflow to gain a 15 percent increase in operational efficiency
- Improved accuracy with end-to-end tracking of each statement page
- Lowered postage costs by printing jobs in zip code order for presort postage discounts from the USPS

For Emdeon’s customers, this means:

- Increased level of statement and mail piece quality and integrity
- Enhanced ability to add timely, relevant messages, engage customers with greater personalization and highlight important information in color
- Unrivaled service with the ability to complete over 90 percent of jobs within 24 hours or less
- Reduced cost associated with storing and destroying unused pre-printed materials that are out of date



For more information,
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