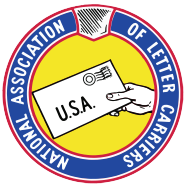


# NALC Health Benefit Plan secures business continuity for thousands of time-sensitive daily mailings.

## Client profile

**National Association of Letter Carriers (NALC) Health Benefit Plan**  
nalchbp.org

- Makes quality healthcare accessible for NALC union members
- Serves city-based letter carriers employed by the U.S. Postal Service
- Mails out 30,000 to 35,000 pages of documents each day



## Overview

The National Association of Letter Carriers (NALC) is the labor union for non-rural letter carriers employed by the U.S. Postal Service. The NALC Health Benefit Plan (HBP) mails tens of thousands of documents to members each day, many of which are time-sensitive. To ensure mailings would continue in the event of an equipment failure, natural disaster or other problem, NALC HBP installed PlanetPress software and engaged the Pitney Bowes Mailstream On Demand service. Now, Mailstream On Demand is ready to provide business continuity when needed, in addition to managing NALC HBP's regularly scheduled mailings one day per week.

## Business challenge

Founded in 1950, NALC HBP meets the healthcare insurance needs of letter carriers across the United States. To communicate with members and providers, the organization mails 30,000 to 35,000 pages of documents every day.

"Most of these are EOB [explanation of benefits] forms," says Mike Blye, Computer Operations Manager. Documents that include personal information are subject to the Health Insurance Portability and Accountability Act (HIPAA), so NALC HBP must process these pieces carefully. "We go to great lengths to protect members' information."

Several years ago, the organization handled all mailings in-house. Blye and his colleagues worried about potential interruptions to mailing workflows. "There is a date on each EOB, and it needs to go out by that date," Blye says. "So, there is pressure to complete mailings quickly. If we have a snow day, an equipment failure, an employee out sick or any other problem, we are still responsible for getting documents mailed.

*"If there is a disaster and we have to shut down, as long as we can get a network connection and run the print jobs through the software, our mailings will go out flawlessly. That is the biggest benefit of this system."*

— Mike Blye, Computer Operations Manager, National Association of Letter Carriers Health Benefit Plan

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## Services used

- Mailstream On Demand

*“Pitney Bowes is a good partner to our mailing operation. They provide a lot of resources when we need assistance, and the final documents they mail look great.”*

— Mike Blye, Computer Operations Manager, National Association of Letter Carriers Health Benefit Plan

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“We were also concerned about what would happen if a catastrophic event rendered our building unusable,” he adds. “We wanted a third party to be able to send mailings for us.”

## Solution

NALC HBP originally sought a solution it would use only in the event of a disaster. In researching options, however, Blye and his colleagues determined that it made sense to utilize the business continuity service regularly. “That way, when we really need it, we know it’s good to go and all the bugs are worked out,” he says.

The organization was already using Pitney Bowes DI™2000 and Relay® 7000 inserters. Blye says that familiarity with Pitney Bowes equipment and support made the combination of PlanetPress and Mailstream On Demand “a logical extension of the relationship we already had.”

The NALC HBP information systems and services (ISS) team worked with the NALC HBP legal team to ensure the solution would meet the organization’s HIPAA and other requirements. When legal gave his team the green light, the ISS team implemented PlanetPress for document design, imaging and workflow, and began testing the Mailstream On Demand outsourcing service.

## Benefits

Today, PlanetPress prepares NALC HBP’s documents for printing and inserting. Four days a week, PlanetPress sends those files to internal printers for

completion. One day each week, the software routes them to Mailstream On Demand. That frees up Blye’s team to focus on other responsibilities, including running backlogged print jobs and catching up in other areas. “For example,” Blye says, “my team provides help desk support for the building. The people who run print jobs four days a week can assist the help desk on the Mailstream On Demand day.”

More important, if disaster strikes, the team can simply point PlanetPress to Mailstream On Demand to handle mailings for as long as needed. “We know that if there is a disaster and we have to shut down, as long as we can get a network connection and run the print jobs through the software, our mailings will go out flawlessly,” Blye says. “That is the biggest benefit of this system.”

In fact, once or twice a month, Blye’s team uses Mailstream On Demand outside the regular schedule. “Printers might go down, or any number of other things might put us behind in processing the mail,” Blye says. “I let my Pitney Bowes representative know the job is coming and set it up to send to Mailstream On Demand. Pitney Bowes always accommodates our workload, even with last-minute notice. Having that flexibility takes a lot of stress off everyone.”

Ultimately, Blye concludes, “Pitney Bowes is a good partner to our mailing operation. They provide a lot of resources when we need assistance, and the final documents they mail look great.”



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