



Complex, personalized Welcome Kits made easy and efficient!

CHALLENGES

Our client engaged the experts at Universal Wilde to improve the turnaround time and integrity of their highly personalized and complex Welcome Package.

This program involved printing personalized membership cards, matching and affixing this card to a personalized benefit statement, and inserting these materials into a Welcome Package with other offers. Adding complexity was the client's desire to combine their clients' Welcome Kits in the same process stream to reduce postage costs.

SOLUTION

Universal Wilde re-engineered and optimized the workflow. To speed up the process and eliminate errors, the following state-of-the-art technologies were leveraged:

- We used Xccelerate™, our communications platform to build a portal for card artwork allowing branded, customized cards to be produced (all linked with a proofing process).
- Dynamic Document technology enabled the creation of customized benefit statements. To insure variable-printed components were accurately combined, we invested in Match Affix technology. This technology affixed the right card with the right carrier and took in-line photographs of the completed order. This provided proof that the right card was matched with the right Benefit Statement.

The solution was scalable and ideally suited for fulfilling this complex and highly personalized Welcome Package.

RESULTS

- Faster turnaround times
- Dynamic printing for highly personalized, one-to-one marketing
- Peace of mind in order accuracy from Match Affix technology
- Improved efficiency and scalable growth from automation

This New England based National Network of pharmacies, is the largest pharmacy healthcare provider in the United States.

They deliver significant benefits to health plan sponsors through effective cost management solutions and innovative programs.

FOR MORE INFORMATION

Contact your UW representative, or visit us at:
universalwilde.com