emdeon®

Upgrading technology to create a competitive edge

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. In order to maintain its competitive edge in the marketplace and gain efficiencies, Emdeon implemented the IntelliJet™ Printing System from Pitney Bowes for advanced, full-color statement printing technology.

Anticipating and exceeding customer needs

"Healthcare today is significantly different than it was ten years ago, as more patients now pay for services and providers face increasingly complex regulations and requirements related to clinical information exchange," explains Jon Eaton, Emdeon Director of Manufacturing. Managing billing to insurance and third-party payers is a critical function within the healthcare revenue cycle.

Patients want accurate, easy-to-understand 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.

Emdeon chose to implement the IntelliJet Printing System 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, Emdeon Director of Manufacturing. "This had to be done in a manner that would improve performance without affecting our customers' statement quality or delivery."

> *"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. With the Production Intelligence® software, we can optimize workflow while gaining a real-time, end-to-end view of the entire process, right down to the integrity of each mailpiece."*
>
> **Jon Eaton,**
> **Director of Manufacturing,**
> **Emdeon**

Pitney Bowes

Increasing efficiency while speeding processes

"Our statement printing facility was updated with three IntelliJet roll-fed systems that can efficiently print full-color, eye-catching statements quickly and easily to provide greater printing flexibility and more customization," explains Eaton, continuing "This has been a seamless transition for our customers."

In the past, statements that 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. Then, the pre-printed shells were held in inventory storage until needed. Finally, when time to print customer statements, they were sent through a black and white printer to add personalized information such as the patient's name and account balance.

In preparation to moving to digital color print, Pitney Bowes helped Emdeon to migrate over 1,500 applications from using pre-printed cut-sheet forms fed to printing full variable data, on plain white roll-fed paper. This meant Emdeon could eliminate their pre-printed 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 their clients, while at the same time, realize a dramatic cost savings for their print and mail operation. As a result of having shifted their workflow from cut-sheet to roll-fed, they have 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 mailpiece.

Benefits for Emdeon include:

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 mailpiece 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

> "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, Emdeon**

For more information call 877-536-2736 or visit us online: www.pb.com