

Medical Management

Just in Time: How printing on demand eliminates waste, expedites time-sensitive communications, and increases customer satisfaction.

This Fineline customer is the leading provider of Medicaid enrollment broker services in the US, providing call center, care coordination, and other customer support services to state governments and their Medicaid constituents. They partner with Fineline to help them manage their daily communications to their Indiana audiences while complying with state regulations and privacy laws, including HIPAA.

Situation

The customer has two key stakeholder groups: the State of Indiana and the State's uninsured customers. Regarding the State of Indiana, the client must comply with its stringent regulations and reporting requirements. With the Medicaid audience, it must communicate appropriately, accurately, and in a timely fashion.

There are four different state programs for the uninsured, each with its own supporting collateral. And each program has two language versions of each collateral item: English and Spanish.

Prior to using Fineline, the customer was mass producing and hand picking the various items for fulfillment, each day. Their main issue was that healthcare provider listings were constantly changing, which resulted in obsolete inventories, rushed printing jobs, and increased costs.

The customer needed a partner that would handle the frequent updates and numerous logistical factors. It needed a company that would keep them compliant with HIPAA and privacy laws, offer complete visibility to the transactions on a daily basis, and have projects completed on a moment's notice.

This client realizes the following benefits from its Fineline partnership:

- Hard cost savings from the elimination of inaccurate and obsolete products
- Soft cost savings from a sharp reduction of staff hours
- Shortened delivery time of information to program beneficiaries
- Custom reporting and invoicing that provides proof of program compliance
- Elevated their status with the State with its ability to provide data on its efficiency gains and elimination of waste

Solution

Fineline initially took over the production of the program collateral after its staff completed HIPAA compliance training and background checks.

Shortly into the relationship—at a Business Review—Fineline recommended ways to streamline production even more and recommended a “just-in-time” or print-on-demand process for creating, updating, and sending out program information. The customer agreed.

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Fineline then created a secure, virus-free integration with the customer's software. Its data management staff programmed a line-by-line, detailed invoicing and reporting system that documents activity at each government-mandated checkpoint. Internal quality audits were created to establish performance standards and measure compliance. Matching language versions, geographic regions, collateral versions, and the number of items requested are all criteria that require compliance.

Fineline designed custom monthly reports that provide the customer with detail on the numbers of correct and non-conforming mailings. For nonconformance, explanations and corrective actions are documented.

Outcomes

By implementing Fineline's print-on-demand system, the customer improved its response time to its program beneficiaries, dramatically realizing cost savings from the efficiencies that resulted and giving them the ability to change their collateral at a moment's notice.

As well, the customer has the exact information they need, in a custom format, to easily and successfully prove compliance to state regulations. As state compliance rules change, Fineline adapts the report. They are also able to get ad-hoc reports from Fineline's data management group based on need.

The timely and accurate communications allows Indiana to improve healthcare quality and outcomes for this Medicaid population. And, the customer appreciates Fineline's trustworthiness and just-handle-it approach to the business, citing that "Fineline never lets them down."

This project utilizes the following Fineline products and services:

- Printing
- Variable Data
- Print-on-Demand
- Data Programming
- Mailing
- Fulfillment
- Inventory Management
- Consulting
- Custom Invoicing

Fineline Printing Group is a leading commercial graphics and mailing provider in the Midwest. Fineline's customers get the best in purchasing efficiencies and brand quality from our wide range of products and services and state-of-the-art equipment. Our knowledgeable account executives personally handle the details of every project and look for ways to make it better or more efficient. That's why our motto is "we will not ask for your business until we can help you improve it."

