



Member Communications for Managed Care

TAYLOR
HEALTHCARE

taylorcommunications.com/healthcare

Member Communications for Managed Care

With the ever-changing CMS guidelines, HIPAA compliance concerns, and shifting Medicare and Medicaid roles, government-regulated managed care organizations are challenged and incentivized to attract new health plan members and deliver the highest quality care and service.

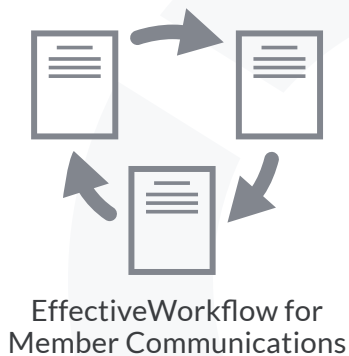
Member Communications play a critical role in engaging their interest and satisfaction. From ANOCs to EOCs to CMS-required mailings, each communication is an opportunity to make an impression.



Member Communication Management

Taylor Healthcare brings greater efficiency to the Member Communication process. Our suite of technology and services allows health plans to develop an integrated approach that brings together internal stakeholders creating open and transparent communication. We are an experienced partner that can be relied on to design, create, produce and deploy on-time and compliant Member Communications.

Taylor Healthcare's offering is a combination of solutions and services designed specifically for provider-sponsored health plans. The Taylor Healthcare offering includes:



Medicare Insurance Kit

Comprehensive medical insurance policy information



EffectiveWorkflow for Member Communications

Taylor Healthcare offers a state-of-the-art tool to address a health plan's need to organize and streamline communications between team members, govern content, and automate workflows. EffectiveWorkflow allows for the management of all of an organization's branded membership materials—paper or electronic—with an easy-to-use, intuitive system requiring no additional hardware and minimal IT support.

EffectiveWorkflow assists health plans by:

- Ensuring version control and a single source of truth for content
- Establishing a clearly-defined workflow process for the creation of new or the alteration of existing materials
- Facilitating communication between creative and digital designers, developers, and content experts
- Searching content with optical character recognition (OCR) to quickly locate and edit materials with specific keywords
- Protecting brand security with automated process controls
- Using automated and personalized work queues to hold process owners accountable for their work



Enterprise Communication Management Solution

Taylor Healthcare's Enterprise Communication Management Solution is a Member Communication project control center that provides visibility, command, and control over your Member Communications. The technology is designed to:

- Create templates and manage versions of enrollment materials
- Dynamically add variable and static components to complex enrollment kits
- Associate business rules with specific print applications
- Define the collation, sequence, and print options for each kit
- Track an order's progress from file receipt to recipient receipt
- Manage inventory levels with robust reporting features

TAYLOR
HEALTHCARE

taylorcommunications.com/healthcare



Fulfillment

Taylor Healthcare's fulfillment footprint allows us to warehouse, print, and kit all of your membership materials. Our national network of facilities is equipped with best in class production management and fulfillment systems that ensure the right kits are sent to the right recipient.

The types of member communications we provide include:



ANNUAL NOTICE OF CHANGE (ANOCs)



EVIDENCE OF COVERAGE (EOCs)



EXPLANATION OF BENEFITS (EOBs)



COMPLIANCE MAILINGS



MEMBER ENROLLMENT AND WELCOME KITS



PHYSICIAN DIRECTORIES



MEMBERSHIP ID CARDS

Provider and Marketing Communications

In addition to Member Communications, Taylor Healthcare is able to coordinate a health plan's Marketing Communications to attract new members and Provider Communications to physicians, nurses, and other staff. These materials include:



MARKETING MATERIALS



DISEASE AND WELLNESS MATERIALS



PROMOTIONAL ITEMS

COMPETITIVE ADVANTAGE

What makes Taylor Healthcare different than other Member Communication providers? It's our knowledge of the entire Member Communication lifecycle and our flexibility in designing your Member Communication materials. From the design and approval workflow of materials to the complex project control center and management of kits, to the ability to fulfill a complex print job, Taylor Healthcare has you covered.