

Emdeon

Connecting healthcare providers to their patients.

As the nation's leading provider of patient billing and payment services, Emdeon serves thousands of healthcare organizations—from large hospitals to individual doctors.

Pitney Bowes helped Emdeon create a print and mail operation that can produce customized paper correspondence between a healthcare provider and its patients with speed and accuracy – one statement at a time.

CASE STUDY



SUMMARY

Clear, concise patient statements serve as a link between healthcare providers and their patients. Patients expect accurate, easy-to-read information, while providers benefit from higher payment rates and reduced customer service calls.

Through its patient billing services, Emdeon helps its clients improve efficiency, reduce costs and increase cash flow. “We touch every part of the revenue cycle,” notes Joy Andrews, Emdeon Director of Customer Service. “We can help companies receive payments faster and also assist with claims management and insurance eligibility by making sure the right information is on the statement, that it gets inserted into the correct envelope and that it reaches the patient’s door as soon as possible. Pitney Bowes helps make that happen.”

Piece-level integrity protects privacy.

“With hospitals and healthcare providers, their number one concern is HIPAA and making sure that we have taken the necessary steps to protect personal health information,” Andrews adds. “This need for integrity drove our initial investment in Pitney Bowes intelligence.”

Today, Emdeon enjoys 100% file-based processing. That means that every part of the

process – from printing through inserting and mailing – points back to a data-rich file that provides for piece-level tracking, real-time audit support and total management control.

“Quality has always been important to us,” Andrews notes, “but previously we relied on a labor-intensive process that included counting envelopes and matching that to the job counts expected. Now with Pitney Bowes® file-based processing, that’s never an issue because the system scans each sheet as the collation is assembled, validating accuracy as it’s tracked from input to stacker.”

Speed and productivity provide for world-class SLAs.

“Our value proposition is in assisting healthcare providers and payers with their revenue and payment cycle management,” notes Andrews. Timely, accurate statement preparation helps their clients get paid faster, and Emdeon consistently looks for ways to expedite the flow of mail.

“Speed was a huge factor in choosing Pitney Bowes,” Andrews recalls. “Our initial order of five APS Advanced Productivity Series inserting systems replaced 19 competitive systems. Now we can run up to 185,000 sheets during a shift on one piece of equipment. With eight APS systems running

Challenge

Emdeon needed to mail sensitive patient information faster and more efficiently, while ensuring full compliance with HIPAA.

Solution

Five APS™ Advanced Productivity Series inserting systems replaced 19 competitive systems, each yielding 185,000 sheets per shift with the highest level of integrity.



Simplifying the Business of Healthcare

non-stop over three shifts, five days a week, we have the ability to exceed client expectations.”

The increase in productivity and corresponding labor savings are not limited to the speed increase. “With the Production Intelligence® software we now have in place,” Andrews continues, “we can now commingle mixed-page statements into a single job run. 2-D barcodes tell the machine what to do, so if it’s a two-pager, it knows it’s a two-pager. The mail run data file tells the system what to expect next – and if it’s not a match the system knows there’s an issue. This piece-level intelligence helps ensure that an individual does not receive someone else’s medical records—and allows us to process more mail faster.”

Andrews also cites several process and workflow improvements made possible with the Pitney Bowes technology. “Previously we had three major processes—print, fold and insert. With the APS system, we have been able to consolidate folding and inserting into one work cell, and that delivers significant productivity gains.” Altogether, these improvements help Emdeon achieve best-in-class performance on their SLAs.

Production Intelligence solutions create economies of scale.

The ability to manipulate and manage data files has created new opportunities for Emdeon, allowing them to target small and mid-sized healthcare providers. “A lot of the files we receive contain a single statement, which means the total job is to print, prepare and mail one communication to one patient. In order to do this efficiently,” Andrews details, “we need to combine many jobs into one large production run.

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Joy Andrews, Emdeon Director of Customer Service

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“Our process turns highly customized applications into work that is homogeneous in terms of barcoding, addressing and folding so we can maximize production efficiencies. Today, we can print and mail jobs as small as a single record in a highly productive, cost-efficient manner.

“Our customers don’t need to hold up invoicing to meet any arbitrary volume requirements – they can send statements right away, we process within 24 hours, and our customers receive their payments that much sooner.”

End-to-end capabilities deliver added value.

Over the years, Emdeon has realized substantial savings by working with Pitney Bowes. In addition to the cost-efficient processing of healthcare statements, Emdeon has automated the production of flats, and also takes advantage of presort mail services so they can earn greater postal discounts. Most recently, they have consolidated their two facilities into one high-volume production shop that delivers speed and accuracy on over 40 million mailpieces each month.

Emdeon has become a leading provider of integrated patient billing and payment solutions – and they continue to rely on the insights, technologies and service offered by Pitney Bowes. “We source all of our mailing systems through Pitney Bowes,” Andrews reports. “They have demonstrated their commitment to our business – today we really consider them a partner in our success.”

The Pitney Bowes advantage

With Production Intelligence® solutions, Emdeon can now combine smaller job runs into one large production run—which has allowed them to enter new markets.



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