



CommONE™

Create. Comply. Control.

[NAME,]
Cierant wants to see
YOU at Booth #451 at the

2015 National Blue Summit

April 20-23, 2015
Phoenix Convention Center
Phoenix, AZ

It's all about helping you navigate a clear course to compliance...

CommONE

Customer communications made compliant.

Cierant understands that for <Company Name>, finding a vendor to oversee mandated communications composition, production and distribution that is also knowledgeable in CMS regulation is key to effective resource and budget allocation.

From your annual ANOC/EOC mailing to daily EOCs, EOBs, ID cards and other transactional mail programs, the Cierant CommONE healthcare customer communications management program delivers an unmatched combination of regulatory (CMS, state, etc) compliance and operational excellence that help customers:

- Achieve 100% annual mailing compliance
- Reduce the amount of dollars and resources dedicated to compliance oversight
- More easily identify risk areas and mitigate potential threats

CLEAR THROUGH COMPLIANCE

Call XXX.XXX.XXXX to demo CommONE today, or visit www.CommONE/mfeigen001 to schedule an at-show meeting with Mike Choplin, Cierant's VP of Enterprise Solutions.



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Cierant Corporation
34 Executive Drive
Danbury, CT 06810

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Come to Booth #451 to spin our prize wheel and enter to win a Logitech Bluetooth Multi-Device Keyboard. Visit www.CommONE/BlueSummit/rafflerules for complete details.

CALL TODAY:

Mike Choplin
VP, Enterprise
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828.320.3615



PETER EDWARDS
VICE PRESIDENT EASTERN DIVISION MEDICARE
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It's all about helping you deliver 1-to-1 engagement...

CommONE

Customer communications management made personal.

When you shop for services for <Prospect Full Name>, you expect companies to deliver targeted, effective offerings that help you make informed decisions in a fast, painless fashion. Shouldn't <Company Name> offer that level of service to its prospects and members???

CommONE is a robust customer communications management program that provides:

- Expert strategy for 1-to-1 member communications from prospecting through long-term relationship management that maximizes that value of your member and prospect databases
- A unified technology platform to support in-house and broker-based sales processes
- A one-of-kind, cost-optimized program for cross-media communication deliver (print, email, online) from enrollment packages through new member welcome kits that support engagement and measurement

Plus, Cierant delivers proven experience at putting personal data to effective, ethical use in CRM programs.

CTA...

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It's all about helping you drive membership growth...

CommONE

Customer communications management made strategic.

Your job is helping <Plan Name> grow and prosper while delivering exceptional service to your member base. Our job is delivering breakthrough process innovation and communications strategies to support that work effort. CommONE, Cierant's healthcare focused customer communications management system, can help you balance the competing priorities of consistent communication with more cost-effective operation by introducing creative solutions for:

- Optimized electronic delivery adoption
- Personalized, 1-to-1 marketing campaign execution
- Zero-inventory fulfillment through on-demand production

Don't let your competition outmaneuver your communications strategies. Give us a call to put next-generation customer communication into motion TODAY.

DRIVE NEW GROWTH

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It's all about helping you identify new savings...

CommONE

Customer communication management made affordable.

Would <Company name> enjoy finding \$250,000 in postage savings on your ANOC/EOC annual mailing? Would reducing new member welcome kit mail cost by over \$2.00 help you meet budget objectives? Cierant understands that containing cost while maximizing member acquisition and retention is critical to long-term success at <Company Name>. The Cierant CommONE customer communications management program can help you meet this goal through:

- Maximized use of ePresentment/eDelivery strategies
- Print optimization strategies using integrated digital/traditional printing methods
- Unique mailing optimization savings using blended USPS/non-USPS delivery processes
- Elimination of costly warehousing fees through zero/near-zero inventory control and print-on-demand

Being thrifty does not mean reducing creativity or effectiveness. Cierant can show you the way.

REALIZE THE SAVINGS

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It's all about giving you peace of mind...

CommONE

Customer communications management made secure.

We know that at <Company Name>, safeguarding member data is not an option... it is a mission-critical imperative. Which is why Cierant is one of the few customer communications management vendors to have pursued ISO 27001 Information Security Management System certification. Our approach to secure data management makes us uniquely qualified to support internal communications programs from marketing through mandated mailing, by ensuring:

- Improved compliancy of state data breach laws and federal regulations
- Effective risk management and control measures
- Comprehensive downstream vendor compliance oversight
- Business continuity and 24/7 access to key applications and assets

MANAGE YOUR RISKS

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It's all about helping you find the perfect vantage point...

CommONE

Customer communications management made transparent.

It's another quiet day at <Company Name> and your 63 vendor managed mailstreams are in motion. Can you answer a status question about an individual member in any one???

Cierant CommONE is a customer communications management program designed to support real-time process visibility into the myriad production workstreams you create and deliver daily. CommONE: Reports dashboards provide a consolidated view of pre-enrollment and post-enrollment communications activity and performance. Combined with Cierant's unique digital print and cross-media delivery capabilities, CommONE ensures you are able to:

- Easily generate compliance reports for auditing purposes
- Make data-driven decisions to improve business processes
- View the entire supply chain to assess productivity and program effectiveness
- Enhance cross-media messaging and member engagement initiatives

ENHANCE YOUR COMMUNICATIONS VISIBILITY

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