



CommONE™



Compose

Customer communications made dynamic.

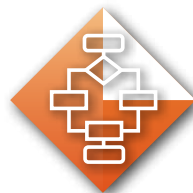
CommONE: Compose is a dynamic composition engine that aggregates and leverages prospect and member data to create highly personalized, one-to-one communications that optimize member enrollment and retention.

Key Features:



Data Integration

Processes customer data in a quick, accurate and secure manner, then re-purposes it into enriched content based on customer-specific personalization preferences and business rules.



Flexible Programming

Easily adapts document design templates to government programs, commercial and individual health plan regulation, branding, layout and language requirements.



Personalization

Enables text and imagery to be fully customizable based on contact demographics and behaviors.



Real-Time Analytics

Measures marketing communications effectiveness with real-time reporting and analytics that permit continuous fine tuning for maximum messaging impact.



Cross-Channel Distribution

Offers the ability to synchronize delivery of content across email, print mail, Web, mobile and SMS for closed-loop, cross-media communications.



Preventative Care Messaging

Motivates members to participate in their healthcare management with personalized preventative care and wellness campaign messaging.

CommONE: Compose delivers leading edge personalization applications across both pre- and post-enrollment to create maximum engagement at every touch point.

Pre-Enrollment:

- Personalized marketing communications
- Fully geocoded or regional provider directories
- Email marketing with personal URL integration
- Print and electronic sales kits

Post-Enrollment:

- Enrollment and welcome booklets tailored for each line of business
- Member ID cards
- Booklet covers, plan contracts, handbooks and welcome letters for group plans or by individual
- Fully geocoded or regional provider directories
- Custom disease and care management materials
- Personalized Happy Birthday postcards and turning 65 Medicare materials
- Personalized SBC documents, treatment plans, appointment reminders and letter correspondence
- Personalized health statements with integration of personalized community news, preventative care messaging and health articles
- Personalized age- and gender-specific preventative health reminder postcards
- Custom community outreach materials and newsletters

Key Benefits

Providing a streamlined system for delivering data-driven communications that personally engage diverse consumers, CommONE: Compose:

- Supports migration from print-to-inventory to print-on-demand and eDelivery
- Ensures electronic documents follow the same compliance guidelines as print materials
- Captures attention with consumer-relevant images and creative document design
- Reduces claims expense with individually targeted messaging that drives positive member behavior
- Automates cross-channel delivery and analyzes the results
- Creates a single output delivery engine to manage all communication channels
- Applies ISO 27001 certified data security protocols and procedures to ensure the protection of PHI
- Helps members make informed care and cost decisions throughout their insurance lifecycle



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