



# Catalog

A storefront for communications on-demand.

CommONE: Catalog is a document ordering storefront from which marketing and customer service personnel, sales teams and broker organizations can view, select and order pre- and post-enrollment materials on-demand.

Whether you choose to deploy CommONE: Catalog as a simple, branded web-to-print portal or a sophisticated CRM system, CommONE: Catalog offers a menu of fully customizable tools to meet your exclusive program needs, such as:



#### Campaign Planning

Create personalized multi-touch campaigns in real-time with electronic delivery available across a variety of work streams, including eKit delivery.



#### Kit Building

Empower brokers and sales reps. to order predefined, plan-specific enrollment kits on-demand or dynamically assemble a custom kit.



#### Dynamic Customization

Seamlessly customize materials with brand-approved plan, member, account and group-specific variable content.



#### Real-Time Proofing

Visually edit and render proofs of custom documents in real-time and integrate multilayer workflow approval processes for guaranteed accuracy.



#### On-Demand Sales Support

Provide sales with on-demand access to member acquisition tools, educational resources and essential business documents.



#### Custom Reporting

Track production and mail status of active projects in real-time and access administrative reporting of order histories, material usage and costs by center.

# One Workflow – Total Customer Engagement

CommONE: Catalog guides users through a four-step process that touches every aspect of the order management workflow, from composition to shipping.

## 1. View Products:

View available products by plan type and business-dictated categories, such as Forms & Guides, Advertising Support, Sales Kits, Marketing Brochures and more.

## 2. Customize:

Select variable plan and account elements from drop-down menus of business managed options that prepopulate into a live document proof.

## 3. Order:

Specify order details such as quantity, method of production, mail vendor and shipping location/distribution list, or, skip the printing and choose to send a downloadable PDF.

## 4. Manage:

Track production, distribution and cost to ensure on-time delivery and effective budget management.

## Key Benefits

An end-to-end process for streamlining the design and content management of custom pre- and post-enrollment materials, CommONE: Catalog:

- Enhances agent relations and member acquisition
- Streamlines content management, customization and assembly
- Accelerates time-to-market of custom communications
- Improves brand and regulatory consistency across channels and regions
- Increases e-adoption and improves member satisfaction
- Provides transparency into ordering activity and promotes smart resource utilization
- Integrates print-on-demand for rapid fulfillment of custom materials and cost reduction
- Extends marketing reach and relevancy with targeted one-to-one communications

The screenshot shows the CommONE web application interface. At the top left is the Heart & Hands Affordable Healthcare logo. The top right shows a user greeting 'Welcome, Lisa Cloban!' and navigation links for Account, My Cart (8 Items), Checkout, Log Out, and Cart (8). Below the navigation is a blue banner with 'Welcome to CommONE™ your customer communication management platform' and a photo of a smiling couple. The main content area is divided into two columns: 'Pre-Enrollment Materials' (Direct Mail Campaigns, Presentations, Forms & Guides, Brochures, Sales Kits, Promotional Items) and 'Post-Enrollment Materials' (ID Cards, Welcome Kits, ANOC/EOCs, Provider Directories, Letters & Notices, Wellness Marketing). The footer contains sections for Questions?, Shipping, About Us, and Company Information.



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