

Cierant Corporation  
34 Executive Drive  
Danbury, CT 06810

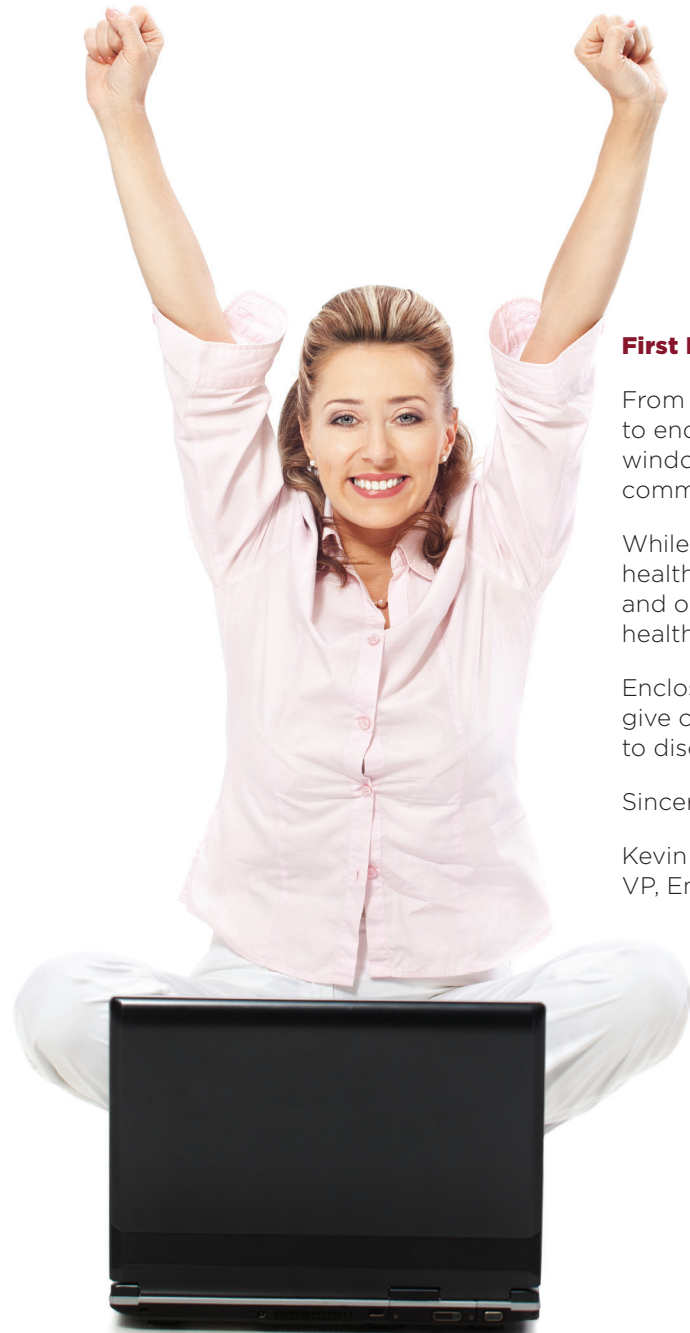
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ALT\_ADDRESS\_1  
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CITY ST ZIP+4

FIRST-CLASS MAIL  
U.S. POSTAGE PAID  
DANBURY, CT  
PERMIT NO. 597

Proofing Errors...  
Missed Mail Dates...  
Rush Production...

**BREAK FREE FROM  
ANOC SEASON INSANITY.**





**First Name,**

From formatting files to adhere to new CMS marketing guidelines and model documents, to endless proofing hours and tight production schedules, racing to meet the 10-day window, Medicare ANOC season can be a nightmare...if you're not working with the right communications partner.

While some let ANOC season get the best of them, others turn to Cierant. A woman-owned healthcare communications software and services provider, Cierant oversees the accurate and on-time production and distribution of thousands of ANOCs and EOCs for America's health plans while meeting supplier diversity spend requirements.

Enclosed you'll find a service overview sheet that details the unique capabilities we apply to give communication managers the control they want and peace of mind they need. Read on to discover how you can turn a season of temporary insanity into one of total serenity.

Sincerely,

Kevin Harding  
VP, Enterprise Solutions





## The Company Behind the Solution

Cierant Corporation is a woman-owned healthcare communications software and services company specialized in the composition, production and cross-media distribution of personalized marketing and member communications for Commercial, Medicare, Medicaid and Individual health plans.



## ANOC/EOC Program Services

Cierant Corporation transforms ANOC mailing complexity into streamlined simplicity via the following six services:

### Strategic Program Design & Consultation

Our executive management team applies their deep industry knowledge to develop client-specific programs that meet unique cost reduction, data flow, content management and compliance requirements. They also provide routine consultative support to ensure programs evolve with changing CMS regulations and cross-channel demands.

### Digital Content Management & Composition

We create a digital document archive of all letters, contracts, riders and marketing materials to support auto-assembly of fully composed print or electronic ANOC/EOCs based on client-provided data feeds. Our dynamic composition system also auto-generate personalized letters and LIS riders for welcome kit integration.

### Flexible Production Support & Output

Supported by the nation's largest digital print-on-demand production plant, our production support services rapidly adapt to changing customer requirements and peak volumes while offering versatile methods to achieve breakthrough pricing, such as co-mingling of black & white with 4-color printing and zero inventory processes.

### High-Integrity Fulfillment & Postal Optimization

Our fulfillment facilities feature data-driven mail insertion lines and scan-verified kit assembly for 100% accuracy of kit contents. Fulfillment is supported by our USPS Intelligent Mail certified postal optimization service, which leverages postal presorting, NCOA/CASS, householding, manifest mailing and SCF drop shipment tactics to maximize savings.

### Four-Stage Fulfillment Reporting

Unique to our services is our fully customized online reporting panels that permit rights-managed, granular reporting of all production, fulfillment and distribution processes on a real-time basis and searchable at the individual member level, including monitoring against the CMS 10-day fulfillment requirement and other state mandates.

### Preference-Driven Channel Output

We enable integration of ANOC/EOC electronic delivery through proven effective opt-in marketing strategies supported by real-time channel preference databases and an email notification system that drives recipients to their member portal or a custom-created group landing page/portal.



## Diversity-Owned

Certified by the Women's Business Enterprise National Council (WBENC), clients of Cierant are able to meet their supply diversity requirements while benefiting from the unique perspectives of our highly diverse workforce.

In being supported by a woman-owned powerhouse of print manufacturing, fulfillment and bindery partners, Cierant also helps clients meet Tier II diversity spend requirements while delivering the most comprehensive payer communications management solution in the industry.

## Distinguishing Factors

We deliver unparalleled ANOC/EOC composition to distribution efficiency through the following defining service offerings:

- Web-based ordering portals with menu-driven editing, live templating and dynamic kitting features to support online ANOC/EOC order placement
- Compliance monitoring system that integrates your rules and automatically alerts when a material is approaching its compliance due date
- Largest digital production facility in the US, with 11 digital presses operating three shifts a day
- Industry-leading processes for zero inventory production and near zero inventory automated replenishment programs
- Real-time reporting dashboard with mail status searchable by member name, ID, mail date, group, location etc. to support querying

## Real-World Results

Uniting our print-on-demand technology with our state-of-the-art kitting and fulfillment centers, dynamic compositions systems and real-time process reporting, Cierant's ANOC/EOC programs are delivering the following results to our clients:

- Migration of production from traditional print to-inventory processes to print-on-demand and eDelivery processes
- Postal savings of over \$250,000 in year one through implementation of SCF drop ship and page weight reduction
- Optimized production scheduling and compliance tracking via real-time reporting dashboards
- Reduced pick-and-pack and kitting costs through leveraging of dynamic composition systems and auto-insertion technologies
- Reduced staff workload and improved alignment between client and production teams

## Learn More.

To learn how our ANOC/EOC services can optimize the cost, compliance and clarity of your fulfillment processes, please call **203-731-3555** or email [inquiries@cierant.com](mailto:inquiries@cierant.com).



Cierant is ISO 27001:2013 certified.

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