



A Content Management, Book-Building And Just-In-Time Printing Solution

Customer Challenge

A regional Healthcare Provider was producing a single plan handbook to serve the needs of all its participants. As the HMO continued to grow (10 regional offices, operating in five states) it recognized the need to develop unique handbooks for the different markets it was serving — understanding that this change would increase the amount of information to be managed and decrease print order quantities.

In addition, health insurance companies are legally required to get subscriber agreement documents into the hands of its clients before the effective dates of the plan — so the challenge was to manage all the content associated with these growing markets and produce and deliver unique handbooks in a timely manner for an ever-increasing number of plan participants.

Midland Information Resources Solution

Midland offered our customer a comprehensive solution including:

- Web-based Content Management System
- Customized Book-building with PDF Merge Technology
- Just-in-Time Printing and Mailing

Utilizing Stellent, a web-based content management system, Midland worked with our customer to store, organize and manage all of their critical health plan documentation and information — government certifications, provider directory information, subscriber databases and the many state laws and regulations.

Then using a PDF merge and book-building technology, our customer is able to access information stored in the content management system and build custom documents that are related to the market and specific health plans they are covering.

As these documents are completed, they are electronically transferred via a T1 line to Midland for printing. Each PDF print file includes the order information (quantity, due date, bind type) and an associated mailing list. Midland prints and mails the publications directly to end-users — all in a very short turn-time of one to three days.

Key Customer Benefits

- All critical company information and documents are stored in a central repository which can be either accessed internally or used to build custom handbooks for market handbooks or plan participants
- Plan participants receive only the information they need — when they need it.
- Just-in-time printing allows critical information to be delivered to plan participants in a timely manner.
- The highly-automated electronic ordering system makes the process simple and efficient.