

Healthcare Statement Production & Mailing



United WestLabs, Inc. (UWL) is a healthcare service company that implements and manages turn-key, hospital-based laboratory outreach programs, generating revenue and profits for its client hospitals. One critical aspect of the company's operation is the HIPAA-compliant production and delivery of time-sensitive patient-billing statements.

Business Challenges

Since its inception more than 15 years ago, UWL has produced billing statements in-house, using leased equipment to fold and insert documents prior to USPS delivery. For many years, UWL employed a full-time clerk to operate and manage their mailing operation.

Over time, the cost of leasing, maintaining and operating this equipment became prohibitive, so the company contacted FSSI to discuss statement outsourcing services.

"FSSI has lowered our overall print and mail costs. Their electronic reconciliation tool, plus their ability to handle our quality-control "pulls" have created a win-win environment for both companies."

– Brian Macey, CFO, United WestLabs

Process Review & Analysis

Detailed analysis of UWL's operation confirmed that outsourcing would clearly result in significant cost savings, as well as the elimination of other potential issues, like:

- Late mailings, due to aging, unreliable machinery
- Executive concerns that print and mail may be a "distraction" not aligned with the company's core competencies
- Outdated statement design that could make understanding account information difficult for some patients
- Inefficient and costly reliance on more than a dozen different, non-standardized, non-interchangeable envelopes
- Limited production, postage and paper inventory reporting

Recommendations & Solutions

To enable UWL to realize all possible benefits uncovered during its assessment, FSSI recommended outsourcing most of the statement print and mail operation. FSSI also suggested:

- A total statement redesign, to ensure a more satisfying patient experience
- Standardization to a single, double-window style envelope to streamline and stabilize inventory management
- Customized production and stock-inventory reporting on workStreamOne™

Results

Almost immediately, UWL realized several financial and operational benefits, including lower production, mailing and labor costs. Postage savings alone helped offset UWL's envelope manufacturing costs. Other results include:

- Lower lease costs on smaller, more efficient equipment
- Ability to focus on core strengths, without the added stress of running a time-sensitive print and mail operation
- 100% on-time statement deliveries, in compliance with HIPAA regulations
- More attractive, patient-friendly statement design
- Greater control over postage, envelope and paper stock inventories

FSSI

Customer Communication Specialists

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