

Transitioning a Prominent Healthcare Company to an Enterprise CCM Solution

A prominent healthcare company faced challenges with an inconsistent, costly, and inefficient member communications strategy. By partnering with O'Neil Digital Solutions and implementing the ONEsuite platform, they achieved a unified, enterprise-wide Customer Communications Management (CCM) and Customer Experience (CX) solution—leading to streamlined operations, improved member engagement, and significant cost savings.

CLIENT

A Prominent Healthcare Company

FOCUS

Vendor Consolidation

OUTCOME

\$6 Million Savings

The Challenges

The health plan relied on multiple vendors for their member communications, resulting in:

- Fragmented brand identity and communication inconsistencies.
- High administrative costs due to redundant systems and software.
- A complex IT infrastructure with multiple integrations, file transmissions, and compliance reporting workflows.
- A costly in-house Customer Communication Management (CCM) department that failed to meet enterprise-wide goals.

The Solution

Expanding ONEsuite Usage

- Initially deployed for Under 65 communications (Invoices, Correspondence, ID Cards, Renewals).
- Extended to Medicare for compliance-driven documents (EOC, ANOC, SB) and marketing materials.
- Launched a Medicare Storefront for agent fulfillment and direct mail campaigns.
- Expanded to Commercial Group communications in 2024.

Seamless Digital Transformation

- Automated document workflows with ONEcms content management.
- Standardized processes across all business lines.
- Delivered a rapid, 30-day implementation for Medicare's pre-enrollment materials after a previous vendor's exit.

The Results

By implementing ONEsuite, this prominent healthcare company achieved remarkable improvements:

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|  Consistent Brand Standards | Ensured all communications met corporate guidelines while delivering dynamic, personalized content. |
|  Cost Savings of Over \$6 Million | A 15% reduction in enterprise communication spend through: <ul style="list-style-type: none">• Eliminating redundant software and• Optimizing print and digital fulfillment• Leveraging ONEsuite subscription efficiencies |
|  Improved Member Experience | <ul style="list-style-type: none">• Shortened onboarding cycles for new business lines• Seamless expansion to support the health plan's growing digital transformation strategy |
|  Scalability for Growth | <ul style="list-style-type: none">• Faster delivery of critical healthcare communications• Greater flexibility in document creation and change management• Increased member engagement and reduced disenrollment rates |

Conclusion

By centralizing their communications through O'Neil's ONEsuite platform, this prominent healthcare company improved operational efficiency, reduced costs, and delivered a better experience for their members. As the partnership continues, O'Neil remains committed to driving digital transformation and expanding both print and electronic delivery options.

Get In Touch

Explore how O'Neil Digital Solutions can revolutionize your healthcare communications.

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