



## NOLAN PRACTICE REVIEW 360: MANAGED MAIL

*Comprehensive Practices Yield Savings*

**T**he Nolan Practice Review 360 (NPR360) for Managed Mail reduces costs and compliance risks.

Mailings are a significant — but often overlooked — cost for health plans. In addition to regulatory mailings, mail is a preferred channel for many types of communications. In order to effectively manage plan costs, compliance, and member experience, it is important for health plans to manage their mailings effectively as well. Market and regulatory requirements for member and provider communications are increasing, which raises costs associated with mail. In addition, inappropriate handling of mail, e.g. sending PHI to the wrong address, can increase compliance risks. Unnecessary costs can easily exceed \$2 PMPY for returned mail alone, especially in government sponsored programs that can have transient member populations.

The Nolan Practice Review 360 (NPR360) for Managed Mail includes three key practice areas focusing on reducing cost, compliance risk, and member and provider abrasion:

- **Manage Mail Avoidance:** ensuring that all communications channels are appropriately utilized
- **Manage Mail Costs:** utilizing postal programs and optimizing materials
- **Manage Returned Mail:** actively working to reduce mailings to wrong addresses and effectively handling returned mail

The Nolan Practice Model for Managed Mail describes the practices that should be in place, including contract and regulatory requirements, controls and metrics.

**HEALTH CHECK**

**Within three to five weeks, the NPR360: Managed Mail Health Check quantifies the Managed Mail opportunities and delivers a high-level roadmap for achieving savings and benefits. Contact us to find out how we can help you.**

### **The Nolan Approach**

The Nolan Practice Model for Managed Mail is applied to the health plan practices to determine which practices are in place and which need to be developed. In addition, our Process Maturity model is utilized to ensure that practices are well defined and managed so that they produce consistent results.

### **What We Deliver**

The NPR360: Managed Mail results in an action plan that will reduce costs and compliance risk associated with mail:

- Roadmap with specific actions to be taken
- Quantification of the costs and risks associated with the current environment

- Time sequenced benefits realization plan
- Process Maturity Survey that identifies broken processes that need to be remediated, and immature processes that need to be advanced
- Process Heat Map that provides a summary of the efficacy of current practices
- Returned Mail Error Heat Map that indicates the volume of returned mail by department

### Reap The Benefits

Nolan's NPR360: Managed Mail identifies savings opportunities within the managed mail practices. Historically, Nolan consultants have identified savings of over a million dollars per half-million members.

### Why Nolan?

Our consultants are seasoned healthcare industry executives who have not only consulted on these issues – *they've owned them*. Their backgrounds give them insight into the problems you face and the ability to collaboratively expand and extend your team's skills. It is our unique blend of approach, tools and methods, and industry veteran consultants that sets us apart from other firms.



### About Us

For over 40 years, The Nolan Company has helped businesses improve service, quality, productivity, and profitability through process innovation and effective use of technology. We are experts in developing operational and technology solutions that deliver immediate results and lasting outcomes – and we are committed to working with you from assessment through implementation.



## TAKE THE NEXT STEP: CONTACT US

To learn more about Nolan's comprehensive approach to Managed Mail, or any other operational or technology issues, visit [renolan.com](http://renolan.com) or call (800) 248-3742.