

Novitex: Connecting the Full Document Lifecycle While Supporting Compliance and Optimizing Costs

Novitex is a technology-based, managed services provider that offers a range of mail, print, communications and back office solutions for Fortune 500 enterprises. Backed by more than 8,000 Service Delivery professionals and a dedicated IT and security team, Novitex manages and connects a document's full lifecycle, breaking down operational silos to create more efficient, cost-effective, and compliant workflows. We call this approach the Integrated Document Lifecycle (IDLC™).

The IDLC™ is our end-to-end framework that empowers clients to view all communications through a single lens. Our holistic approach empowers businesses to connect communication workflows at every stage, helping them work faster, smarter and better.

Building upon the IDLC™, we have invested more than \$100 million in our people, advancing new technology and developing a secure IT framework lead by our CISO and dedicated security team. With our proven processes and secure infrastructure, Novitex is dedicated to protecting your data and mitigating risk across the entire document lifecycle through a proven healthcare CMS practice.

We built this practice from our 30 years of experience working with some of the nation's leading health plan providers, and understanding the risks and challenges they face. One of the most common pain points is in the management of outbound/inbound communications and meeting with strict CMS guidelines and required SLAs.



Types of Communication:

- Annual notice of change (ANOC)
- Appeals
- Collection notices
- Correspondence
- Enrollment forms/applications and instructions
- Evidence of coverage (EOC)
- Explanation of benefits (EOB)
- ID cards
- Newsletters/Brochures
- Pre-enrollment/enrollment
- PA letters
- Provider/Pharmacy directories
- Statements/Invoices
- Summary of benefits
- Welcome kits

Benefits:

- Leverage inherent synergies among the stages of the document lifecycle
- Gain transparency and audit tracking into workflow operations
- Control the end-to-end chain-of-custody
- Automated workflow meets HIPAA/PHI mandates and SLA timelines
- Support compliance through built-in safeguards
- Leverage a single interface
- Multi-layer security architecture and disaster recovery
- Access Novitex's investment in high-end technology and shared service labor model
- **Realize 10% guaranteed savings on your current print spend**

By outsourcing your print and mail operations to Novitex, we can tie your workflows together in a seamless, end-to-end process, providing your organization with full transparency into your member and provider communications.



Providing Value & Supporting Compliance Through an Integrated Approach

Integrating our services and technology into your existing workflows, Novitex adds automation to deliver personalized, compliant communications through a seamless end-to-end process, driving workflow efficiencies and cost savings for your organization.



5 Interconnected Service Components		Benefits
Global Address Verification	Processing of updated addresses to meet USPS guidelines	<ul style="list-style-type: none"> Address integrity Print and postage savings Remediation reporting
Inbound Mail Processing	Capture and processing of member and provider communications	<ul style="list-style-type: none"> Central repository connecting inbound and outbound communications for each member Intelligent mail barcode technology, scanned on intake and can link to master record for full end-to-end communication transparency and tracking
Novitex Connect	Secure, cloud-based document composition and workflow tool	<ul style="list-style-type: none"> Compliance and audit safeguards to meet strict SLAs Hierarchical document templates with content zones, allow only permitted users to make edits to “unlocked” content areas Organize, find and share your documents with our secure, sophisticated storage system Full document audit trail with real-time proofing and change control Confirmation that mail is ingested into mailstream Transparency and reporting into full chain-of-custody of communications
MegaCenter Hub	Secure, Tier 3, digital document processing facility	<ul style="list-style-type: none"> Scalable and flexible to meet demands State-of-the-art, high-end production equipment Cloud-enabled infrastructure (BRS support) Shared services model for elimination of fixed costs and labor cost reduction
Return Mail Management	Automated address cleansing and correction for highest guarantee of mail delivery	<ul style="list-style-type: none"> 60-80% address correction Audit capabilities and risk mitigation

Additional Cost Saving Opportunities Through Continuous Optimization:

- Product Evaluation and Re-Engineering
- Postal Optimization
- Paper Saving Program
- Increase Utilization of Aetna Production Facilities
- Communication Channel Management
- Print Suppression



Our 30 Day, Consultative Process to Solution Development

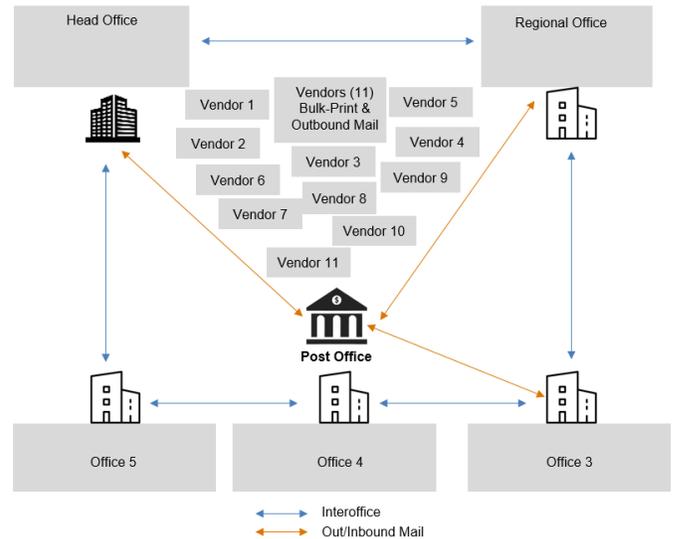
Our goal is to build a solution that aligns with your objectives that can be implemented efficiently. To do this, Novitex leverages a multi-step, Six Sigma process outlined below to identify needs, align key stakeholders, clarify the vision, create a roadmap and establish a strong foundation for success.



Case Study: Improving Compliance for a Medicare Advantage Provider

Challenge: Our client came to us when it was out of compliance with CMS and needed to find a solution before it was sanctioned. It had five facilities processing member communications with 11 vendors supporting these operations. The client's decentralized operations, pictured to the right, caused the following challenges:

- Manual and siloed processes, hindering adherence to CMS deadlines
- Limited transparency into production and delivery of member communications
- Member complaints originating from mailings
- Significant volumes of return mail with lack of capabilities to manage it
- Risk of sanctions and fines



The Initial State: Multiple, siloed processes impeding CMS compliance

Solution: To seamlessly manage incoming, outgoing and return mail for the client, Novitex recommended a hybrid model, utilizing Novitex's MegaCenter East, a secure document processing facility, and Novitex's New York Mail Hub. The graphic below depicts our single-source service excellence through two document management hubs, where the following services are provided:

Outbound Print and Fulfillment

- Establish brand and regulatory compliant templates in Connect
- Process regulated documents utilizing Connect

Mail Logistics

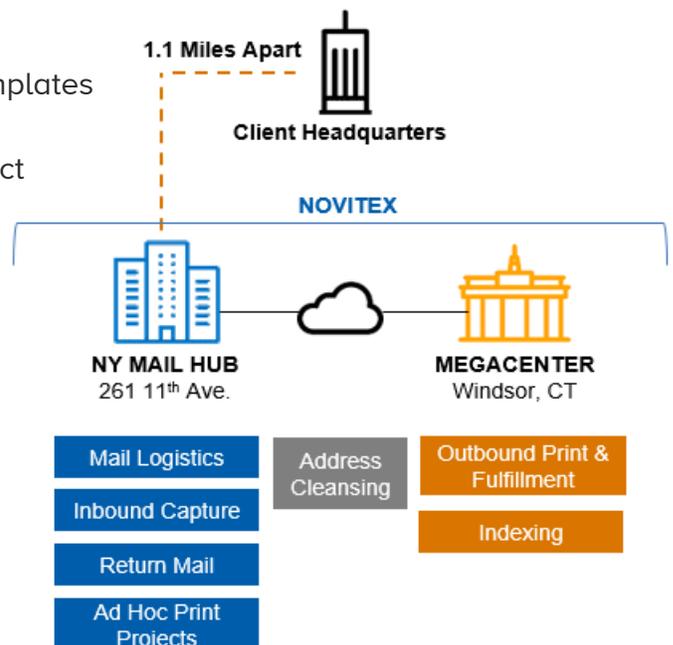
- Centralized mail logistics
- Full chain of custody
- Sort and stage
- Handle general corporate mailing

Inbound Mail Capture

- Centralization of mail processing
- Open/extract/scan/index/QC

Return Mail

- Open/extract/scan/index/QC
- Use technology with 3 of 9 barcode to scan content and update via CASS, NCOA & PCOA



The End State: Single-source service excellence through two document management hubs

