

PERSONALIZED HEALTH COMMUNICATIONS

Driving member acquisition + engagement + retention



The healthcare market is evolving and reform continues to bring uncertainty for both carriers and consumers. Despite healthcare's changing landscape, insurance providers must continue to attract and retain health plan members in order to ensure financial success. Member communications play a key role in driving engagement and help to develop long-term relationships that prevent voluntary disenrollment.

MEMBER COMMUNICATIONS

drive engagement + build brand loyalty + rise above the competition

Printed member communications, in the form of ID cards, welcome letters or membership kits, are the first tangible contact that you'll make with your new members. This first touch is an important one, as it will set the stage for how your members perceive and evaluate your brand.



DRIVE MEMBER ENGAGEMENT

By delivering physical welcome kits to new members' mailboxes, you are instantly educating them on all that your plan has to offer and facilitating better patient outcomes. A simple welcome kit can be the foundation of a strategic engagement plan that, ultimately, helps members make healthier choices over the lifetime of their membership.



BUILD BRAND LOYALTY

A brand is more than just a logo or tagline – it is an experience. Printed member communications can help bring your brand to life, boost your reputation and distinguish you from the competition. The quality of your member ID cards and kits directly reflects on your brand and speaks to the value that your plan brings to its members.



RISE ABOVE THE COMPETITION

In an evolving marketplace rich with competitors, your brand identity must be strong to survive. Welcome kits, ID cards and customized packaging can help you provide a personalized experience while supporting your brand's reputation.

CPS CARDS HEALTHCARE SOLUTIONS

healthcare ID cards | membership letters | welcome kits

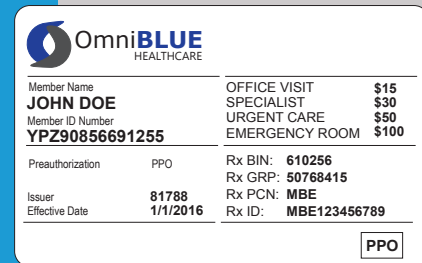
When it is time to select a vendor to produce your member communications, consider CPS Cards. Our team is experienced in providing healthcare card and kitting solutions and we understand the important role that accuracy, timing and quality play in ensuring a positive brand experience for your members.

HEALTH ID CARDS

We can provide you with a wide variety of cards for your healthcare needs. Our experts will help guide you in determining the proper card material and features for your specific application. There are dozens of options when it comes to card thickness, coatings, substrates and encoding features, so having a partner in your corner when selecting your card options will help save you time and money.

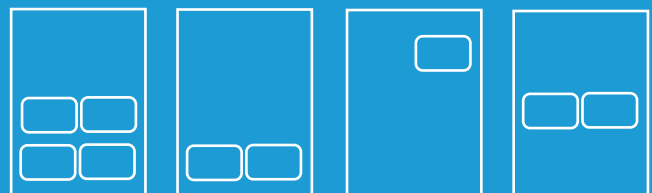
Card features:

- Single cards
- Multiple cards
- Card+keytag(s)
- Card thickness from 10mil to 30mil
- Laminated and UV coatings
- PVC and paper
- Personalization options: embossing, thermal or DOD inkjet printing



MEMBERSHIP LETTERS

When you want a simple solution for fulfilling single or multiple healthcare ID cards, our membership letter mailer provides a quick turn, cost-effective solution. We can attach from one to four cards, which can be personalized to an individual member, or multiple household members.



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MEMBERSHIP WELCOME KITS

A personalized membership enrollment kit can help you provide a new enrollee with a memorable first impression of your brand. Your kit can include everything from membership cards and detailed plan information to fitness trackers and collateral. New member kits can be basic or elaborate and can be built according to your budget.



BENEFITS OF WORKING WITH CPS



HIPAA COMPLIANT

Our substantial investment in technology and security initiatives helps to safeguard electronic protected health information (PHI) as outlined in the Health Insurance Portability and Accountability Act of 1996. This measure allows us to confidently provide card products to the healthcare industry without the concern of unauthorized access.



EXPERIENCED WITH HEALTHCARE PROGRAMS

We work with a number of MCOs, healthcare providers and insurers to provide printing and fulfillment of ID cards and packages. We also provide counsel to start-up organizations, guiding them in design, form and function of their membership products. Our team of experts will help you understand your options and determine the best products for your program, while ensuring conformity to your budget and timeline.



QUICK TURN TIMES

Our state-of-the-art equipment offers inline capabilities which provide standard next-day turn times and superior accuracy.



QUALITY MANAGEMENT SYSTEM

Our custom-built Quality Management System (QMS) utilizes a camera-verification system that provides a guaranteed card-to-carrier match every time.



HIGH QUALITY PRODUCTS

We use only the highest quality products that will best represent your brand, at a price point that fits within your budget.



CUSTOMIZABLE SOLUTIONS

Every healthcare provider is unique in their offerings, therefore, we provide completely customized programs to help you accomplish your specific goals. We work with programs of all sizes and can provide from one to twelve ID cards per membership kit. We can also include an array of items, including inserts, collateral, forms and promotional marketing gifts.





cpsCARDS

Healthcare cards + kits + fulfillment

cpscards.com

Allentown, Pa. | Chicago, Ill.