

## **XML TECHNOLOGY TO DRIVE CUSTOMIZED PRINT-ON-DEMAND**

### **CUSTOMER CHALLENGE**

The Centers for Medicare & Medicaid Services (CMS) is a federal agency within the U.S. Department of Health and Human Services serving about 75 million Americans. CMS was providing information about the Medicare health care program to the general public through a generic nationwide manual mailed out as requested by individual Medicare beneficiaries.

CMS identified a need to provide personalized Medicare information to beneficiaries that included generic Medicare information, but was primarily driven by specific information (location, health conditions, and plans of interest) that would be provided by the individual requester.

The system had to be a highly automated, yet cost-effective solution that incorporated the latest technologies, accurate and in-sync with the information being provided on the CMS website, available in multiple languages, and expandable to other CMS agency programs.

### **ELANDERS SOLUTION**

Elanders, along with alliance partners Affina and AdminaStar Federal, offered CMS an end-to-end solution that included:

- 800# Call Center
- Customized Book-Building
- On-Demand Printing and Fulfillment

Beneficiaries requesting information about the Medicare program receive 800# Call Center Customer Service Support to guarantee them a personalized book that is relevant to their geographic area, their specific health conditions, and the specific plans they want to review.

An end-to-end custom book-building program was created which automatically assembles specific XML data gathered and builds on-demand personalized health care documents mailed directly to each requester. Individual books are built in an “on-demand” environment in less than 2 seconds, then printed and mailed within 72 hours of their 800# call or website entry.

Quality control checks were built into the software logic to ensure the accuracy and timeliness of information, with job ticket information embedded in each individual print file.

Today, the program delivers up to 5,000 unique books per day to individual requestors. This program continues to expand and our combined efforts have earned us both a 2002 E-government Solutions Center Explorer Award and a Superior Government Rating. This is the top government rating offered and is based on quality of product, on-time delivery and, most importantly, based on the creative solutions, program development, and cost optimizations offered to CMS.

### **KEY CUSTOMER BENEFITS**

- Beneficiaries requesting information on Medicare programs receive personalized information.
- Individual books are built in an “on-demand” environment in less than 2 seconds, then printed and mailed within 72 hours of their 800# call.
- Individual books are built in a production-ready PDF file format.
- Quality control checks are included in the software logic to ensure that recipients receive accurate and timely information.
- The program is scalable and adaptable to other CMS projects or other government programs.
- Print order sequence is optimized with automatic estimation of book weight and postal sorting capabilities.
- Books can be output in several formats depending on the number of personalized book pages.