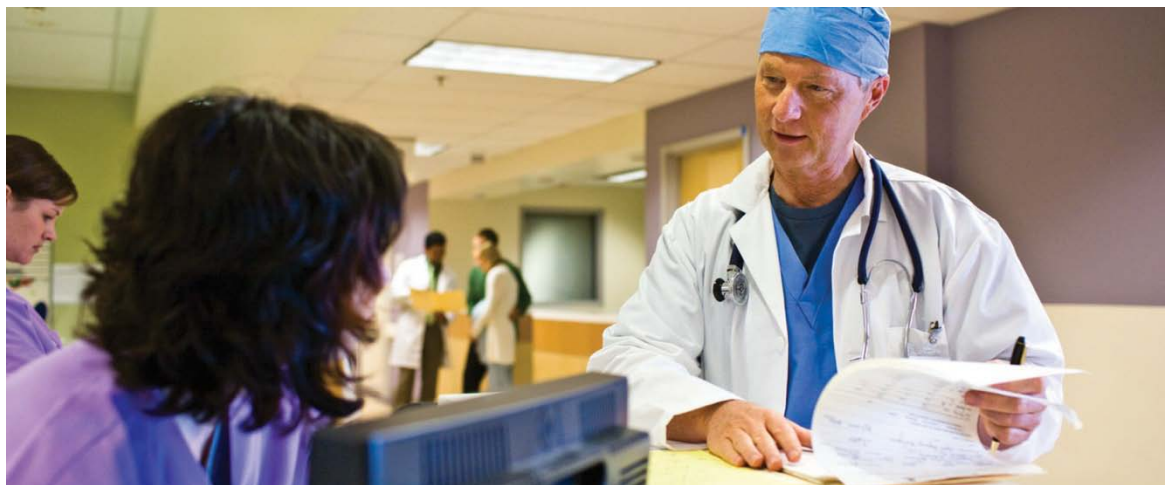


HP Exstream

Enterprise document automation
for **healthcare payers**

Significantly reduce costs, improve customer satisfaction and promote preventive care with explanation of benefits, welcome kits, correspondence and more.



Emerging challenges

Today's healthcare payers face a variety of challenges as controlling healthcare costs becomes increasingly difficult and recipients demand more valuable and comprehensive communications in a variety of delivery channels. At the same time, many healthcare payers are scrambling to modernize aging legacy systems that cannot keep up with the faster pace of business and lack the flexibility to accommodate evolving government initiatives.

Employers understand that promoting preventative care, disease management, and behavior modification is the most effective way to cut healthcare costs.¹ However, healthcare payers find that convincing members to change their eating, exercise, and other health-related behaviors requires a strong rapport and trust that only solid customer service and highly consistent and relevant communications can provide.

Reduce complexity

HP Exstream can address these demands by providing a single software solution that handles all aspects of document creation and multi-channel delivery, from high-volume explanation of benefits (EOB) to personalizing and automating fulfillment of on-demand correspondence.

Designed to fit into any IT environment, including service oriented architectures (SOA), HP Exstream directly accesses and uses data from your membership, claims, and benefits systems to create personalized

communications. This means you can eliminate the need to create and maintain systems that consolidate, convert, and normalize disparate data.

Streamline document processes

Take advantage of HP Exstream's fully integrated end-to-end document processing, including variable design, advanced data and content integration, output to 20+ formats from a single design, high-volume optimization and workflow, and assured delivery. Our built-in functionality for high-volume print/mail environments eliminates the need for post-processing programs.

Communicate more effectively

Health plans and employers are seeking better ways to educate members on becoming better healthcare consumers. HP Exstream has responded by enabling some of the most innovative Consumer Directed Healthcare (CDHC) programs that have been proven to change member behavior and result in significant financial savings.

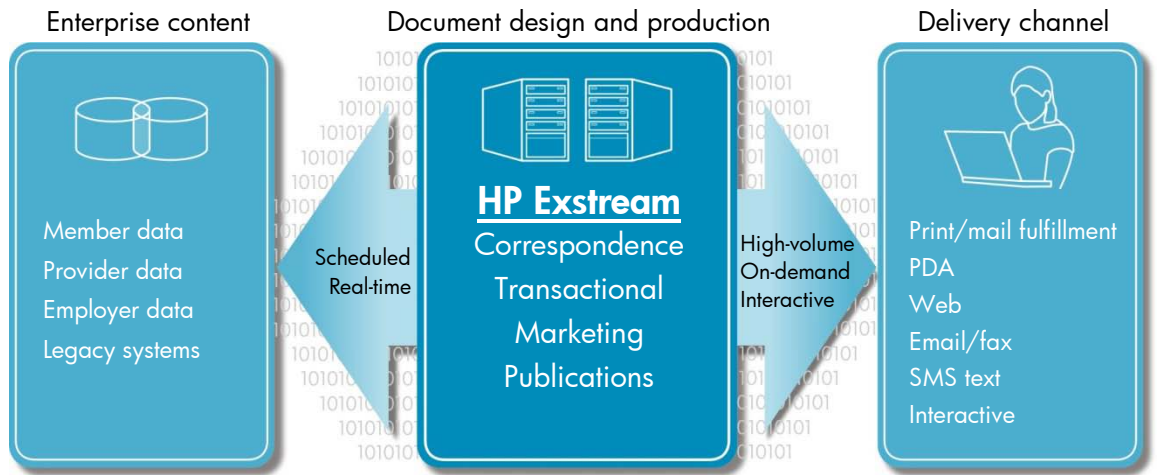
HP Exstream does this by allowing you to create visually appealing and persuasive documents that simplify complex information using data-driven charts, color, and targeted messaging. Plus, the ability to create and deliver documents in the member's preferred language increases comprehension and understanding for non-English speaking members.

Clearer member communications can drive desired behavior, increase customer satisfaction, reinforce your brand, and reduce unnecessary customer calls.

Technology for better business outcomes

www.hpexstream.com





A true enterprise solution

HP Exstream provides healthcare payers with a single enterprise solution for communicating with key stakeholders: members, providers, and plan sponsors.

Members

As healthcare payers increase their focus on consumer strategies, HP Exstream can produce a variety of member communications that build brand loyalty and promote behavior changes:

- **Welcome kits:** Produce highly dynamic welcome kits that include provider directories. Kits can be automatically assembled based on pre-defined business rules, saving valuable time and money by reducing labor costs and pre-printed materials.
- **Explanation of benefits:** Transform your traditional EOBs into powerful communications that utilize charts and graphics to clearly explain benefits, while promoting preventative health benefits and behaviors promotions.
- **Claims correspondence:** Improve the efficiency of your correspondence processes with HP Exstream's interactive document editing and workflow capabilities.
- **Wellness assessments:** Create personalized wellness assessments online or in person that help members understand health risk factors and necessary lifestyle changes.

Providers

- **Provider EOBs and reporting:** Use color and charts to quickly communicate how claims were adjudicated and how providers rank relative to their peers.

Plan sponsors

- **Client reviews:** Strengthen renewal rates by harnessing the power of your data warehouse. Clearly communicate to plan sponsors the value of the benefits that you provide, the cost drivers in their organization, and what they can do to reduce future healthcare costs.

HP—a trusted partner

For many years HP Exstream has provided the technology to transform the way that payers communicate with their stakeholders. It's no wonder that the top six U.S. healthcare payers² all use HP Exstream to substantially reduce document processing costs and improve customer experience. Contact an HP Exstream representative today to find out how we use technology to deliver better business and clinical outcomes.

To learn more

For more information about HP Exstream, please visit: www.hpexstream.com or contact us at exstream.info@hp.com or 866-318-5925.

¹ Forrester Topic Overview: Member Experience for Health Plans, September 2008

² Fortune Magazine, May 4, 2009

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Effective communications. Multiple channels. **One solution.**

