

# mailing.com



## CASE STUDY

How a Healthcare Provider  
**Strengthens Patient  
Communications and  
Compliance** by Partnering  
with mailing.com

## Overview

A multi-state healthcare provider, serving both insured and self-pay patients, faced growing challenges managing its print and mail communications. As patient populations increased and regulatory oversight intensified, the provider struggled with ensuring timely delivery of statements, Explanation of Benefits (EOBs), and legally required notices. In early 2023, they partnered with mailing.com to modernize, consolidate, and secure their patient communication workflows.

## Challenge

The provider previously relied on multiple vendors for its printing and mailing needs, creating fragmented workflows and inconsistent delivery timelines. Monthly communications exceeded 1.2 million pieces—including medical statements, patient correspondence, tax forms, and claim notices—all bound by HIPAA and other healthcare compliance standards.

Manual processes and limited tracking capabilities increased the risk of errors, delayed mailings, and compliance gaps. The lack of an integrated system made it difficult to audit communications, verify delivery, and maintain a consistent patient experience.



## Solution

mailing.com designed a fully managed document production workflow, tailored specifically for healthcare communications.

**A secure SFTP submission process allows the provider to transfer patient files to mailing.com,** where each job is assigned a unique Work Order ID for complete lifecycle tracking through the mailing.com Portal. The platform supports real-time validation, automated proofing, and built-in production redundancy across mailing.com's secure facilities and Canon, SCREEN, and RISO printing systems.

To meet healthcare compliance and delivery verification requirements, **mailing.com implemented IMb tracking and certified mail with return receipt,** ensuring critical patient notices and statements can be traced and confirmed.

**Additionally, the provider adopted Vault, mailing.com's secure online document presentment platform.** Vault gives patients convenient digital access to their statements and EOBs, supports retention policies, and enables secure online payments—streamlining both communication and collections in a HIPAA-compliant environment.

By partnering with mailing.com, the healthcare provider gained a scalable, compliant, and patient-focused communications platform—reducing administrative burden while enhancing patient trust and engagement.

## Results

Within 60 days, the healthcare provider transitioned 100% of its outbound communications to mailing.com, achieving:

# 20%

Reduction in turnaround time

# 100%

On-time delivery for regulated patient statements and claim notices

# Automated

Certified mail tracking and proof-of-mailing

# Self-Serve

Reduced call center volume via patient self-service through Vault

# We Can Help You Too!

mailing.com owns your entire mail program end-to-end, from data through delivery.

**One team. Full accountability. No vendor juggling. No handoff gaps.**



## One Team, Full Accountability

No rotating reps. No re-explaining your program. Your dedicated team stays assigned and builds working knowledge of your business over time.



## Scale Without Adding Risk

Seasonal spikes, new programs, and complex requirements. Our infrastructure absorbs it without delays or drops in quality.



## Multi-generational Expertise

Decades of experience producing high-volume mail for regulated industries. We know what formats drive response and how to optimize for cost and speed.



## Six Production Facilities

Full redundancy and capacity to meet your growing needs. Quality controls built into every stage of the process.

## Production Capabilities

- In-house envelope conversion
- Inkjet press 300 to 1200 DPI
- Digital and lithography presses
- Inline match mail and inkjet print
- White-label production for marketing and transactional mail
- API-driven mail integration



White-label production



API-driven mail integration



Full-service managed programs



Ready to bring your mail program **under one roof?**

Contact us today or scan the QR code

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