

Personalized medical and welfare benefit statements keep GFP ahead



“Electronic publishing presented another opportunity to stand out from rivals by improving performance and presentation.”

Dominique Chambrin, Director of Networks and Information Systems at GFP

Market differentiation through added value

Medical expenses and welfare benefit insurance statements sent out by managing company GFP are easier to read and bring extra value for clients and their policyholders now the whole print and production process is managed by the GMC solution.

French company GFP manages supplementary welfare benefits policies (for medical expenses, incapacity for work, invalidity, dependency and death) taken out by individuals or groups with mutual insurance companies, public

“We believed that developing a TransPromo communication platform would represent a competitive advantage.”

organisations, insurance companies and brokers. It deals directly with beneficia-

ries at every stage. In 2008, the company managed over 350,000 policyholders (875,000 beneficiaries) sending out monthly statements of allowances paid – over 3.5 million pages – on paper customised for each of its 40 clients.



Delivering key financial information to over 17 million investors every day

Adding value

“More and more insurers, brokers and institutions are turning to GFP because we help them to achieve significant economies of scale. They are not just clients, but proper partners, and we want to offer both them and their policyholders real added value,” explained Dominique Chambrin, Director of Networks and Information Systems at GFP.

Call centres, a web-based platform for online information and a voice recognition service are all innovations that kept

GFP ahead in a fiercely competitive market. Electronic publishing presented another opportunity to stand out from rivals by improving performance and presentation.

Colorful and easier to read

“The original idea was to give policy-holders information about how they were using their healthcare services, by reusing the statistics we send to our partners on a regular basis,” Dominique Chambrin continued.

The previous software had not been designed to include color graphs and histograms, had limited formatting capabilities and a restricted choice of color print options. It also meant holding significant levels of pre-printed paper stock, which was wasted if details changed. To upgrade involved moving from a set of fixed templates configured on the IBM AS/400 central server to a more flexible and more dynamic composition process. “It was also an opportunity

“GFP has differentiated itself by adding value to its services.”

to change the page layout to make the information easier to read,” Dominique Chambrin added. For clarity, Numerical codes and asterisks in the columns were removed and replaced with descriptive labels, further improving productivity.

Single dynamic template

GFP carried out a detailed evaluation of the GMC solution before putting it into production. Initially selected for its unique ability to print in full color, the GMC solution also offered dynamic customisation. All their management

“All their management documents are now printed from a fully dynamic template, incorporating everything.”

documents are now printed from a fully dynamic template, incorporating everything from the logo to how information is laid out on the page. The GMC solution’s ability to handle color is also being fully utilised – in graded page backgrounds, for example.

Produced entirely with the GMC solution’s WYSIWYG interface, formatting changes also form part of the way data is handled dynamically before it is incorporated into the page. The GMC solution makes it possible to calculate amounts and percentages automatically based on data exported from the AS/400 system. Now GFP can make continuous improvements in data presentation and incorporate regulatory changes without having to interfere with the central system.



Investment in Xerox iGen3 digital presses, enable GFP to provide new services with a streamlined production process

Cutting time and costs

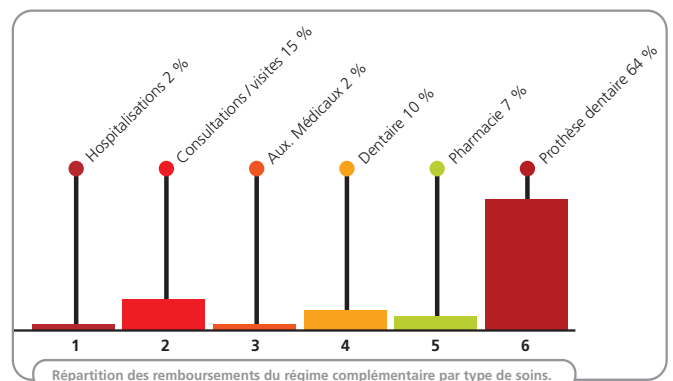
After a short training course, GFP's IT team became totally self-sufficient in just a few days, carrying out almost all changes themselves. Batches of account statements are produced in one of five management centres and stored as CSV text files on the AS/400 before being processed automatically by the GMC solution and sent to two Xerox iGEN 3 digital printers. Process time is reduced to minutes. Information is reorganised dynamically- grouping payments by beneficiary for example or showing whether a course of treatment will be covered by the social security system. Statements are then printed in full colors on plain paper, reducing printing costs further and improving efficiency by printing two pages on both sides of an A3 sheet, whether or not they come from the same document.

"Process time is reduced to minutes."

New markets

Since 1 January 2009, GFP has been the only firm in its market to offer account statements with graphic statistical indicators so every policyholder can view their account

at a glance. One of these, a variable-size histogram that dynamically adjusts to the number of lines of data, was developed especially for GFP by GMC. Thanks to the GMC solution, GFP has differentiated itself by adding value to its services. It also has a system capable of supporting business growth, enabling it to anticipate future developments in document presentation.



Accurate, well presented information is vital to the daily satisfaction of over 350,000 individuals

Key facts

Client

- GFP manages medical expenses and welfare benefit insurance schemes.
- Partners including insurance companies, brokers and benefits institutions.
- Over 3.5 million pages of account statements are printed and despatched annually to 350,000 policyholders.

Challenge

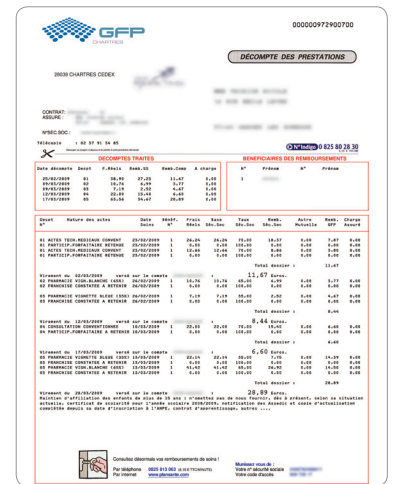
- A very competitive market.
- High added value essential to retain partner loyalty and promote them positively to policyholders.
- Identified need for differentiation through innovation in electronic publishing.
- Aim to create a single, fully customisable template with full-colour printing and graphics.

Solution

- Total flexibility for dynamically transforming data from AS/400 production system.
- Optimising presentation.
- Graphic functions to produce one-of-a-kind dynamic statistical graphs.

Results

- Market differentiation through added value.
- Improved productivity.
- Ability to respond to regulatory changes.
- Capacity for continuous improvement.



Information presented on the existing statement was not always easy for the customer to understand



Color and the new design makes it easier for the customer to read and understand their benefits