



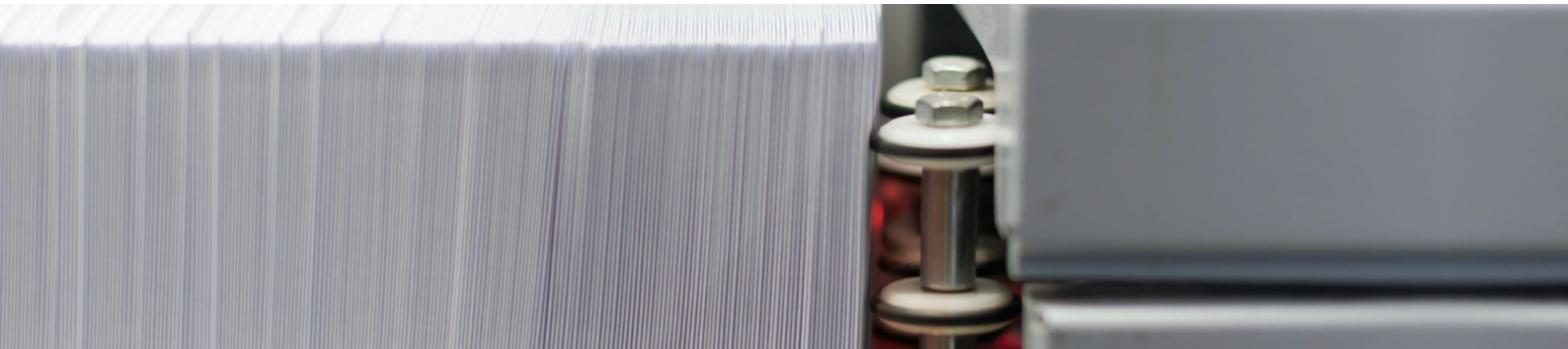
IRONSIDES
TECHNOLOGY

LetterLogic produces multi-channel patient payment communications for healthcare organisations using the patient-preferred channel (mail, email and/or text), driving increased patient satisfaction and faster access to cash for healthcare providers.

LetterLogic designs, fulfills, and delivers patient-friendly statements for healthcare systems across the country. Much more than just a lettershop, the company offers multiple, pivotal interactions that enhance patient satisfaction, cement patient loyalty and drive faster access to cash for hospitals and the companies that serve them.

Case Study LetterLogic

LetterLogic Eliminates Inserter Errors with Ironsides APT™



“Due to Ironsides ability to track down to the page level, we now have zero problems with double-stuffing. We have successfully eliminated any risk of data exposure.”

— Elizabeth Geist, President, LetterLogic

Challenge

LetterLogic was looking for a way to validate performance of its older inserters. This included making sure the right document was in the right envelope, there was no double-stuffing, and any envelope waste was recorded. Especially with its older equipment that lacked automation, managing this quality assurance state was very manual, labour intensive and prone to error.

Solution

After polling fellow members of The Imaging Network Group (ING) and researching several alternatives, LetterLogic chose to implement Ironsides APT (Automated Production Tracking)™. Factors driving the decision included the overall system capabilities, the flexibility of Ironsides in addressing LetterLogic's specific needs without force-fitting them into a predesigned workflow model and the company's reputation for exceptional post-sale service and support.

Results

LetterLogic has been able to completely eliminate double-stuffing from its inserter operations with Ironsides APT, critical when handling Patient Health Information (PHI). The company is also extremely satisfied with Ironsides' post-sale support, the solution's ease of use and its flexibility when integrating into LetterLogic's overall systems.

“We needed a partner who understood what we were doing, would work on our terms and adapt to our growth, and maintain consistency over the duration of the relationship. Ironsides has done exactly that.”

— Elizabeth Geist, President, LetterLogic

Leveraging Best Practices

When handling PHI, accuracy and data security are critical. LetterLogic was spending excessive time in quality assurance (QA) to make sure that the communications sent on behalf of its healthcare clients were accurate, that all communications were sent to the appropriate patient and that no communication pieces were lost in the process. “We handle patient communications that involve payment,” said Elizabeth Geist, LetterLogic President. “In addition to PHI considerations, we also guarantee each patient will receive his or her communication in a timely fashion. This is important to patients, and to the revenue streams of our client healthcare organisations.” Geist knew there had to be a better way.

Error-Free Inserting

“We did exhaustive research on the solutions that were out in the market,” Geist added. “We also had a solution in place on our one inserter that, at the time, was automated, but we were not happy with its performance. Ironsides quickly became the solution of choice. This was due both to the capabilities of the solution and the company’s reputation for excellence in service and support.”

Since implementing Ironsides APT, LetterLogic has had zero problems with double-stuffing, damaged mail pieces or envelopes and other inserter errors, even on non-automated inserters. With Ironsides APT’s ability to track activity down to the piece level, any errors that might occur can be immediately caught and addressed using the command and control dashboard; and flexible, custom reports enable the company to track performance over time. In addition, LetterLogic can better manage materials such as envelopes, eliminating much of the untracked waste they were experiencing in the past. “As we add more inserters or replace our older ones,” Geist said, “extending Ironsides APT to those devices will be easy. Ironsides also gives us a lot of flexibility in terms of which cameras and other ancillary equipment we use. All of that is very important to us.”

Outstanding Service and Support

On the subject of service and support, LetterLogic President Elizabeth Geist commented that, in her experience, many of the larger suppliers to the industry fall short in post-sale support. “Ironsides truly looks out for its customers,” she said. “They are super fast to respond to any kind of change, such as barcode interactions with software or cameras. They have always accommodated us. And if they say a change will take two weeks, it takes less every single time! And they are good about giving us access to their database and tables to facilitate integration with our homegrown and other systems. This level of support is often a challenge for other providers.”

Another benefit for LetterLogic is the fact that Ironsides doesn’t try to force-fit them into a pre-determined model. “They have changed with us as the business has changed,” Geist reported, “including addressing postal or barcode changes. These updates need to be done quickly or you risk being fined. It has been a really good experience working with Ironsides. We needed a partner who understood what we were doing, work on our terms and adapt to our growth, and maintain consistency over the duration of the relationship. They’ve done exactly that.”