



Empire Claims IBM as their Medicare Printing Provider.

Whether you're a doctor, patient, politician or health insurance company, it's a safe bet that you have an opinion about today's healthcare, particularly the Medicare system. Even though budgets are shrinking, the demand for accurate, timely, high-quality service is increasing. Empire Medicare Services, a division of Empire Blue Cross and Blue Shield that

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Empire Medicare Services*

Application Offset-quality, black and white, digital printing with MICR capability

Software IBM Advanced Function Presentation™ (AFP™)

Hardware IBM InfoPrint® 4000 and IBM 3900

Services Maintenance and Support

focuses on Medicare processing, has helped meet these requirements. How? By re-engineering their Output Distribution Center (ODC) and implementing a state-of-the-art digital printing system from IBM®. Empire's new system offers faster printing, improved print quality and the flexibility to provide more customized information to beneficiaries and providers.

Dramatic Improvements

Empire processes Medicare Part B claims (physician claims) for 16 counties in and around New York City under a prime contract with the Healthcare Financing Administration (HCFA). They also process Medicare Part A claims (hospital claims) for New York, Delaware and parts of Massachusetts under a subcontract with the Blue Cross and Blue Shield Association. Empire Medicare Services operates out of locations in Long Island, Yorktown Heights, Albany and Syracuse.

All printing and distribution is centralized at their Medicare-dedicated ODC in Syracuse. The ODC prints 68 million pages and distributes 22 million mail pieces per year. This volume consists of Medicare Summary Notices, checks and

IBM's InfoPrint solution allows Empire to offer beneficiaries and providers more customized information.



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informational documents. Continuing to meet HCFA timeliness requirements and improve print quality while meeting increased workloads and shrinking budgets is no easy task, but that is exactly what Empire Medicare Services has accomplished, with help from an IBM 3900 digital printer. Empire upgraded to an IBM 3900, which offers two-up, duplex printing and combines the workloads of three IBM 3800s. This upgrade improved print speed by a dramatic 300 percent.

Seamless Solution Meets Business Requirements

After extensive evaluation, Empire awarded IBM Printing Systems Company the printing partnership contract. “IBM met our technological requirements and offered a competitively-priced solution,” said Robert Hartnett, manager financial systems, Empire Medicare Services. “We have developed a strong business relationship with IBM.”

In addition to the IBM 3900, Empire Medicare Services recently implemented an IBM InfoPrint 4000 Duplex Printing System with Magnetic Ink Character Recognition (MICR) capability. This will allow the division to move completely to blank paper and check stock, creating new possibilities for additional business. Empire Medicare Services now can print custom checks and documents for any Medicare contractor without maintaining preprinted check and paper stocks. Furthermore, the division utilizes a roll-to-roll system provided by Roll Systems International (RSI) that works seamlessly with the IBM printers, allowing the ODC to print jobs up to four hours long without operator intervention.

The IBM InfoPrint 4000 is a part of IBM's InfoPrint family of scalable printing products and services targeted toward both the emerging digital print-on-demand and traditional production printing markets. Like many IBM customers today, Empire's output needs fall into both these areas. The InfoPrint 4000 and its predecessor, the 3900, meet the requirements for Empire's successful business.

Customized Efficiency

With IBM's Advanced Function Presentation (AFP) software, Empire Medicare Services can take advantage of the IBM digital printing system to add customized messages, such as flu shot reminders, to individual documents or electronically insert more detailed documents directly in the mail stream. This streamlined system contrasts with the older system of separately printing documents and then manually inserting them later on in the process.

Now that Empire Medicare Services recognizes the value of IBM's InfoPrint solutions, they are considering investing in IBM's Large Mailing Operations (LMO) for more efficient tracking and accountability.



Empire Medicare Services also will continue to take advantage of its new print operations to expand its business and is aggressively pursuing additional Medicare printing business.

Empire Medicare Services and IBM have set the standard for printing solutions in the Medicare industry, affording Empire many advantages. “The IBM Printing Systems Company has helped us to streamline activities, improve services and meet increased workloads without increasing costs, as well as position us to meet our future business objectives,” said Hartnett.

For more information please contact

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