

100% INCREASED RELEVANCE
DECREASED PRODUCTION COSTS
ACCURACY

GEO-CODED PROVIDER DIRECTORIES

THE OPPORTUNITY

A leading healthcare provider and Fortune 500 company contracting with Medicare and Medicaid provides healthcare coverage within 9 different states. The provider was searching for a way to lower their overall costs associated with their printed provider directories.

THE CHALLENGE

Each subscriber is provided a directory of all of their available providers within their state. With a large number of providers in each coverage region, the printed directory was hundreds of pages in length, expensive to produce and costly to mail to each subscriber. Additionally, the geographic area covered by the directories created a book full of providers that were not in the local area of the subscribers and a book with too much extraneous information.

THE SOLUTION

AGS worked with the provider to move to a model of producing Geo-Coded Provider Directories allowing for the creation of lower page count printed directories that contain only the providers within a specific distance from the subscriber's address.

AGS built a series of tools for the customer that provides the ability to create print ready files for the geo-coded directories on-the-fly while also providing an easy business-to-business interaction on the site managing data and files. Geo-coding directories drastically limits the number of pages in the book, in turn reducing print and postage costs. The client wanted a maximum page count of 72 pages in each geo-coded directory. The AGS team worked with the customer to generate a series of complex "business rules" for the listing of providers to comply with Medicare regulations and fit within the 72 page maximum.

To make easy changes to the business rules and books, the site allows the customer to upload the PDF art for the cover, introduction, vendor supplement, and pharmacy information for "electronic kitting" during file generation. The site also allows users to upload provider data, search a history of all directories created, manage sections, manage specialties, and create one-off single geo-coded books. Anytime a change is made to the site, the programming compiles and makes the changes instantaneously.

The end result: The client achieved their goal of significantly reducing print and postage costs while providing their customers a more relevant product.