

# SmartPDFPrintware Case Study

## Personalized Health Care Insurance Benefit Guide

*“Increased print volume by more than 30 million pages per year”*

### Situation

Insurance Company wants to produce high impact, personalized health care insurance benefit guide for each subscriber. Health care coverage of each insured is different; hence composition of each benefit guide is different. Each benefit guide has anywhere from one to five sections. First page of each section identifies the beginning of that section. Since each section is made up of variable number of pages; the position of first page of each section varies from one benefit guide to next. Insurance Company wants to print first page of each section – the section divider - on high quality custom stock.

### Challenge

Insurer signs up on average 800 subscribers per work-day. Each benefit guide is anywhere from 100 pages to 180 pages. Service Provider does not want to open each benefit guide and manually program page exceptions for each section divider using existing job-make-ready solution as it is very time consuming and error prone.

### Result

In about 10 minutes, print service provider set job up using SmartPDFPrintware automation method “Text On Page”. They are producing about 800 personalized benefit guides per work-day boosting print volume by **more than 30 million pages** a year.

### The Environment

#### Industry

Health Care

#### Sector

Health Insurance

#### Customer

Print Service Provider

#### Job

Personalized Health Care Insurance Benefit Guide

#### Production System

Xerox DocuTech 6155 with Xerox DocuSP Print Controller

### The Solution

#### SmartPDFPrintware

##### Automation Method

Text On Page

##### Use of Text On Page

- To create Subsets
- To set Media and Sides attribute in “Page Override” for the subset

##### Subset Creation

##### Conditional Logic

When Control Text is present on consecutive pages, create subset

##### Other Requirements

Print Job Sheets  
Automatically process jobs using Hot Folders

##### Total Job Setup Time

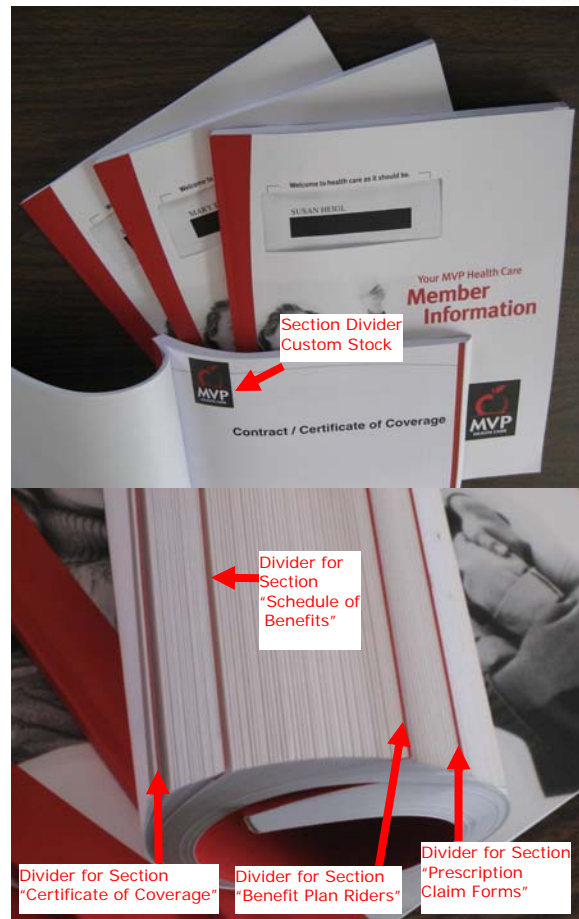
About 10 minutes

### Other Solution(s)

#### Considered by Customer

- Manual Page Exception Programming

### After SmartPDFPrintware



To enable automatic production of Benefit Guides, Xerox Analyst, Print Service Provider, Insurance Company and B2BeDocuments worked together.

Insurer wanted certain section dividers printed in duplex and others in simplex.

B2BeDocuments suggested using SmartPDFPrintware “Text On Page” automatic subset creation method “OnConsecutivePages”. It can create variable length subsets anywhere in job.

B2BeDocuments suggested using two different types of character strings to identify two different types of section dividers. Print attributes of first type of Section Divider are “Print Duplex on Custom Stock”; and for second type of Section Divider the attributes are “Print Simplex on Custom Stock”. SmartPDFPrintware reads text within control text box and sets media and sides attributes in “Page Overrides” for each subset page range while creating job ticket for each job.

### Synopsis

Print service provider is able to produce benefit guides with high job integrity, within cost and on time while increasing print volume by more than 30 million pages per year. Investment in SmartPDFPrintware is paying off many times over as the service provider is using it to automate similar high value jobs which previously were printed in parts and manually collated.

### SmartPDFPrintware Next Steps»

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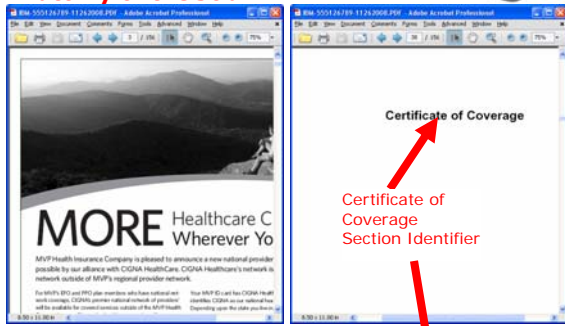
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B2BeDocuments™

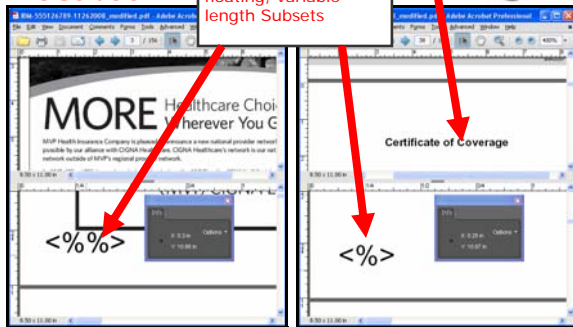
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Please click on camera to watch movie

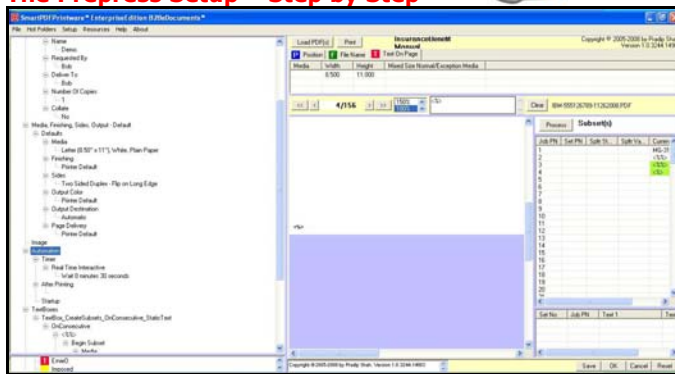
## Anatomy of the Job



## The Solution



## The Prepress Setup – Step by Step



## Applications of this Case Study

Automation methods used in this Case Study can successfully be used to produce Personalized Investment Statements, Personalized Insurance Policies, Personalized Notices, Monthly Statements, and Monthly Bills.

## Anatomy of the Job

Insurance company generates about 800 benefit guides per workday using their insurance policy composition system. Overnight, they FTP it to print service provider. They want to (1) print on Custom Stock Welcome Message page on front side and Marketing Messages page on back side – print on two sides, long edge, duplex; (2) print one sided on Custom Stock all other benefit guide section dividers.

## The Solution

To identify pages to be printed two sided on Custom Stock, Insurance Company decided to add text "<%%>" on bottom left corner; and to identify pages to be printed one sided on Custom Stock, they decided to add "<%>" also on bottom left corner.

User is free to select any text to automate print workflow.

Custom Stock media attributes are:  
8.5 x 11, White, Type: "HCIBGSectionDivider"

## The Setup

Print service provider selected the control text, and designated it to dynamically create floating variable length subsets; for each type of subset selected Custom Stock and printing sides.