



**A BREAKTHROUGH IN**  
**+HEALTHCARE**  
communication innovation



## DST Output. Newkirk. A Powerful Combination

The DST Systems acquisition of Newkirk Products, Inc. is great news for health organizations. The complementary skill-sets of these related companies now offer you a totally integrated communication solution across your entire healthcare enterprise.

Our healthcare publishing systems and communications are designed to give you an edge from enrollment to retention. And our cutting-edge technology leads to a cost-effective and streamlined process that can help you stay ahead of the competition.

### Consider these strong company highlights:

- 3,000 talented associates.
- 40 combined years of healthcare communications experience.
- Five U.S. locations. Each factory is equipped to meet the specific needs of individual products.
- 2 million square feet of production space.
- More than 100 high-speed production printers.
- More than 300 state-of-the-art inserters.

### End-to-End Healthcare Communications

Our wide range of member communication solutions is the most complete in the industry. Our communication solutions include:

- Pre-enrollment solutions
- Post-enrollment solutions
- Member retention
- ID cards
- Provider billing
- Explanation of benefits
- Checks and EOP solutions
- Provider directories
- Preventative health
- Compliance letters

#### EXPERTISE



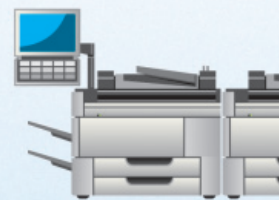
#### NATIONWIDE PRESENCE



**Five locations —**  
El Dorado Hills, CA  
Kansas City, MO  
Albany, NY  
South Windsor, CT  
Weymouth, MA



#### REDUCE COSTS



**Digital Pre-Enrollment Technology**



**Electronic solution**

## Speed Matters

- Speed to mailbox — DST Output has five operation centers in the United States, including east and west coast and central locations. Each factory supports a variety of applications. No matter where you are, we are close to your membership base!
- We provide electronic EOB solutions to the country's largest healthcare companies. With more than a decade as an electronic solutions pioneer, you can count on us for expedited communication solutions.

## Member Experience Matters

A modest increase in customer experience can translate into both an increase in loyalty and a boost in revenue, according to Forrester Research. But, Forrester adds, service providers are challenged in redefining the customer experience. DST Output/Newkirk can help turn your members into fans. How? By helping you develop communications that meet members' needs and that are easy to understand.

## Reduce Processing Costs and Increase Your ROI

**Reduce production expense** — DST Output's high-speed Digital Press Technology (DPT) with Campaign Manager can create personalized full-color documents quickly and cost-effectively. With our DPT platform, you will have the added flexibility to target your members and groups to help increase response rates.

**Enrollment material** — Using print-on-demand technology, Newkirk offers plan-specific enrollment booklets. Through a user-friendly online order entry system, Health Organizations, Third Party Administrators (TPAs), and self-funded health plans can easily build cost-effective enrollment kits that are bulk shipped or mailed to members' homes.

## Industry Expertise

Our healthcare communication specialists have great depth. DSTO and Newkirk have been providing healthcare solutions for many years and understand current and proposed regulations to keep our communications (and yours) in compliance.

STS



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y



solutions

## COMMUNICATION SOLUTIONS



Pre-enrollment kits



Post-enrollment kits



Provider directories



Member retention



ID cards



Explanation of benefits



Invoices



Checks



Policies

## Safe and Secure Environment

DST Output has extensive experience with health plans, healthcare providers, and third party administrators, as well as with HIPAA compliance and the handling of protected health information (PHI) data.

**HIPAA compliance** — DST Output is both a business associate and clearinghouse under HIPAA regulations. We work closely with our clients to ensure that our solutions meet their need for a secure HIPAA-compliant environment for the processing of PHI. DST Output's HIPAA compliance includes:

- HIPAA privacy officer
- Privacy compliance review boards
- Company-wide HIPAA training

**Data center security** — DST Systems' Winchester data center is one of the most secure data centers in the country. This facility employs the most stringent physical and electronic security measures available in the industry. More importantly, we also have a back-up data center 250 miles away.

## A Wide Range of Clients

Our client base is both wide and diverse. We have extensive experience with clients in all areas of the healthcare industry. This means you will not have to explain your business to our associates. Our clients operate in all of these areas:

- Medicare health plans
- Medicaid health plans
- Commercial health plans (HMO, POS, etc.)
- Large national payors and small to mid-sized regional health plans
- Hospital organizations
- Third party administrators
- Pharmacy benefit managers

## Reinvigorate Your Healthcare Communications

The time could not be better to experience the power of our breakthrough in end-to-end healthcare communications. In addition to a wide range of communication products and services, here is a summary of the benefits you will enjoy:

### Cost reduction

- Production costs
- Postal costs
- eDelivery

### Risk mitigation

- Stability of DST Systems
- Winchester data center
- Multiple sites — each site equipped for a variety of specialty applications

### Unparalleled production capabilities

- Over 2 million square feet of production space with state-of-the-art production resources

### World class partner

- Industry thought leader
- Large R&D budget to support ongoing communication innovations



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10/11