

Newkirk's

PROVIDER COMMUNICATIONS

Fact Sheet

Expanding Efficiencies

Many health plan organizations are casting a critical eye toward the expense of this necessary provider relations function. Newkirk offers a variety of Provider Communication solutions that will help increase the effectiveness of your communications while reducing related expenses.

Geocoded Provider Directories

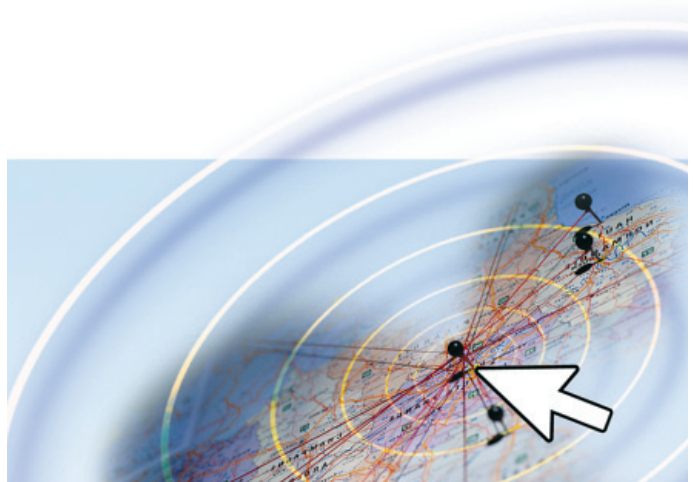
Custom provider directories for participants are geocoded to produce provider information according to the member's home or workplace address. These directories can be produced independently or can be included in Newkirk produced on-demand Enrollment Booklets or Welcome Books — helping save on printing and postage costs — making sure your data is as current as your last file refresh.

Offset Printed Provider Manuals

Newkirk can cost-effectively offset print large quantities of provider directories to meet your needs. Provider manuals produced at Newkirk incur no inventory or warehouse charges — increasing cost-effectiveness. Alternatively, or in addition, provider manuals can easily be output on searchable DVDs.

Web Printed Provider Directories

Newkirk supports large print quantities of full provider directories at competitive prices. Let us format your data, or you may choose to do it yourself. Newkirk can produce and fulfill these provider directories alone or with other materials (if printed at Newkirk) with no storage fees.



Programming and Formatting

Our programmers have extensive provider programming expertise. Simply provide the flat file data and our programmers do the rest — automatic table of contents and index generation, sortation, variable headers and footers — we do it all.

Features

A complete solution. Newkirk can handle all elements of provider directory production across many different technology platforms.

Print or electronic form. Newkirk provider manuals and directories are available in print and/or electronic formats.

Choose from full, geocoded, or regional provider directories. Using sophisticated mapping technology, Newkirk can identify providers based on specific geographic criteria.

Benefits

Affordable. No matter which solution you choose, Newkirk Provider Communication solutions will reduce your costs while maintaining a professional presentation.

Flexible. Our printed and electronic communications can be used independently or in combination to meet your needs. Provider directories can be integrated with other on-demand pieces or mailed by themselves.

Professional. Newkirk Provider Communications will present your organization at its best — conveniently and cost-effectively.

Learn more!

For additional information on Newkirk's Provider Communication solution, please contact us at **518-862-3321** or **info@newkirk.com**.

Visit us online at **www.newkirk.com**.