

SOLUTION OVERVIEW

Product Description

RevSpring Print Services produce and deliver healthcare statements and critical member/patient communications, at scale, with end-to-end visibility from data/file intake through production and mailing. Teams can make fast, secure document changes with governed version control, while supporting a digital-first delivery approach with print fallback to honor preferences and regulatory requirements. The result is lower administrative overhead and print/postage waste, fewer service calls driven by confusing communications, and audit-ready traceability across every document.

Product Features

- **Print production you control:** full-color digital, MICR/check printing, inserts, postcards/self-mailers, mail classes, carrier integrations where applicable.
- **End-to-end visibility:** tracking from file receipt through print/mail/delivery status.
- **Self-service change management:** update templates/messaging without long ticket cycles.
- **Address intelligence:** NCOA (national Change of Address) , suppression, return-mail automation to improve deliverability and reduce waste.
- **Operational resilience:** multi-site production, disaster recovery, file splitting by zip for faster delivery and lower cost.
- **Security & compliance:** independently validated practices/certs (as listed in deck).
- **Integrations:** batch (SFTP) and real-time APIs; accept raw data → fully composed, print-ready documents; typical implementations ~3 weeks.

Provider Print Options (this is not all inclusive of what we are capable of doing)

Patient billing communications

- Patient statements / billing statements
- Patient letters (explicitly referenced as part of patient “statements and letters” touchpoints)
- Claim / form printing (explicitly referenced)
- Professional and institutional claim forms
- Statement + mail formats called out
- Postcards
- Self-mailers
- Tabbed mailers
- Standard and custom paper sizes/weights, envelopes, inserts

Payer Print Options (this is not all inclusive what we are capable of doing)

Core member communications (explicitly referenced)

- EOBs
- Member statements
- Welcome kits
- Member ID cards / member cards
- Regulatory notices (high volume; strict accuracy)
- Renewal notices
- Policy documents
- Denial letters
- Appeals (appeals communications)
- Coordination of Benefits (COB) forms

Directories / compliance print

- Print-Ready Provider Directories (PRD) — PDF available to print + ship hard copies
- Personalized EOBs, welcome kits, ID cards, regulatory notices, and more (user-provided)

Typical Buyer Persona

Provider Personas

CRO	Reduce cost to collect, Improve yield, Keep call center volume down Wants smarter print : suppress waste, improve deliverability, and make statements easier to understand to reduce calls and accelerate payments.
CFO	Protect margins, Manage risk, predict financial outcomes CFO values end-to-end visibility , fewer errors/reissues, and governance around statement changes and approvals.
CIO	Secure integrations, Reduce vendor sprawl, Compliance, implementation speed Wants a platform that supports raw data → composed print-ready documents , change control, and traceability.
Patient Financial Services	Reduce calls from confusion, improve self-service Needs the ability to resolve issues fast using exact document replicas / tracking.

Payer Personas

COO	Lower admin costs, Improve speed/accuracy for communications, reduce vendor handoffs Needs “industrial-grade” print with traceability and visibility.
CIO	HITRUST, PCI, Security, Integrations, fast change cycle Print workflows touch PHI and must be controlled; CIO wants secure document changes, strong governance, and end-to-end tracking.
Compliance/Regulator Affairs	Meeting CMS and state requirements, Version control, audits, compliance Needs audit-ready traceability and confidence that the right version went to the right member at the right time.
Member Services	Reduce calls, Improve first call resolution with doc access, Better member satisfaction Print clarity drives call volume. Better formatting + consistent messaging reduces “What is this bill?” calls. Needs the ability to quickly locate exactly what the member received.

Provider end-user titles

- Patient Billing / Statement Operations Manager (PFS Ops)
- Revenue Cycle Systems Analyst / Statement Configuration Analyst
- Print/Mailroom Supervisor (or Print Vendor Manager)
- Returned Mail / Undeliverable Mail Coordinator
- Patient Contact Center Manager (Billing Calls)
- Compliance / Privacy / Brand Approver

Payer end-user titles

- Member Communications Operations Manager
- EOB / Claims Communications Operations Lead
- ID Card Operations Manager
- Regulatory / Compliance Communications Coordinator
- Provider Directory (PRD) Production Owner
- Print Production / Fulfillment Manager
- Member Services / Contact Center Knowledge Lead

Product dependencies

- None

Pricing

Highly variable – see price book

VALUE AND POSITIONING

What problem we're solving

Rising print and postage costs force leaders to re-evaluate print strategy, but many don't have the data or control to optimize it. Digital-only strategies still miss segments, and populations who still prefer print; organizations need a balanced omnichannel approach without waste.

Legacy print workflows lack visibility, version control, and operational resiliency—creating compliance and delivery risk. Poor statement/EOB design and static messaging drive confusion, slower payments, and increase calls. Bad address quality increases return mail and wasted spend.

Value Prop for Provider

Providers rely on printed statements and letters as the most consistent way to reach every patient—yet traditional print workflows are expensive, slow to change, and difficult to track. RevSpring modernizes provider print by producing patient statements at scale with tighter control over templates and changes, stronger deliverability practices, and end-to-end visibility into what was sent and when. The result is lower print and postage waste, clear communications, and a print channel that supports faster, cleaner payment outcomes instead of creating downstream work.

Value Prop for Payers

Health plans run on high-volume, high-stakes print—EOBs, member statements, ID cards, regulatory notices, and print-ready directories—where errors or delays create member abrasion and compliance exposure. RevSpring delivers payer print communications with secure, rapid document changes, digital-first delivery with print fallback, and audit-ready traceability from file receipt through production and delivery. That means lower administrative overhead and call volume, reduced print and postage spend without breaking compliance or preference rules, and a print operation that behaves like a governed, measurable system of record.

Key Product Differentiation

- **“We don't just print — we optimize.”** Healthcare expertise + workflow integration + address/data processing reduce waste and cost while improving delivery and response.
- **Scale + resiliency:** multi-site production + disaster recovery posture; broad reach (70% of U.S. households receive RevSpring mail).
- **End-to-end visibility:** real-time tracking from file receipt → print/mail → delivery status.
- **Designed to support** PCI DSS, HIPAA, SOC 2, FISMA, IRS Publication 1075, and HITRUST-aligned requirements.

- **Modern integration:** supports batch (SFTP) + API; accepts raw data to print-ready; typical implementations referenced as “only three weeks.”

Benefit Statements

- Engage hard-to-reach segments: print is still essential for patients who don’t adopt digital channels.
- Reduce postage waste with address management, suppression, and return-mail automation.
- Improve reliability with distributed production + resiliency.
- Improve patient comprehension and payment action with modern statement design best practices.
- Connect print to digital payment paths (portal/IVR/payment options) to accelerate resolution.

Discovery questions

Strategy & mix

What’s your current print/digital mix for statements and letters—and how are you deciding who gets what?

Listen for:

- “Default to print” / “everyone gets paper”
- “No preference management” / “we don’t trust the data”
- “inconsistent” / “depends on the site”
- “suppression” / “digital-first” / “print fallback”
- “we want to push eDelivery **but...**”

Where does print still matter most (first bill vs dunning vs bad debt vs clinical/records)?

Listen for:

- “First bill drives calls”
- “dunning cadence” / “collections letters”
- “bad debt placements” / “agency handoff”
- “records requests” / “clinical letters”
- “high-dollar accounts need paper”

Cost & waste

What are your biggest cost drivers: postage, paper/materials, returns, vendor fees, manual labor?

Listen for:

- “postage keeps going up”
- “multiple vendors” / “too many invoices”
- “rush fees” / “reprints” / “overtime”
- “we can’t prove savings”
- “we’re being asked to cut spend”

What’s your returned mail rate and what do you do with those accounts today?

Listen for:

- “undeliverable” / “return-to-sender”
- “we don’t work returns” / “manual rework”
- “address quality is bad”
- “we reprint” / “we send to collections”
- “no closed-loop”

Operations & risk

How many vendors touch print + mail today (printer, mailhouse, composition, data processing)? What breaks most often?

Listen for:

- “handoffs” / “finger-pointing”
- “SLA misses” / “delays”
- “template changes take weeks”
- “quality issues” / “insert errors”
- “we can’t scale” / “single point of failure”

Do you have visibility into print/mail status and version control for templates?

Listen for:

- “black box” / “we just send a file”
- “no tracking” / “no proof of what went out”
- “wrong version” / “stale language”
- “audit request nightmares”
- “we can’t answer patient disputes”

PROOF

Key points:

- Winter Storm Impacts 2 print locations and 11M committed print pieces still delivered, read about it [here](#).
 - 3 facilities (TN/AZ/PA) to print from closes facility and nationwide disaster coverage
 - “70% of U.S. households receive RevSpring mail”