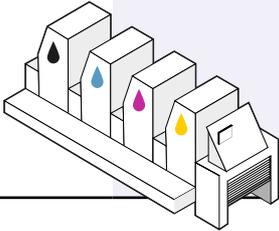


# VISANA

Quality-assured total service under one roof:  
Print Output of millions of documents on time

Challenge	Solution	Benefit
 <p><b>Significant costs in terms of personnel and labour intensive</b> for print output work processes</p>	 <p><b>Outsourcing</b> of the output management with customized service provided by Swiss Post Solutions</p>	 <p><b>No internal infrastructure and fixed costs</b> Reduced strain on resources</p>

The Visana Group consistently focuses on delivering high service quality and process efficiency. In order to pave the way for continued success in times of major health policy reforms and increasing regulation, Visana took an early decision to set the course that it needed to take. In order to optimize its internal costs and at the same time to guarantee a high-quality customer service, Visana has outsourced its entire print output processes to Swiss Post Solutions. The key factor in the choice of SPS as an outsourcing partner, in addition to the confidence in the Swiss Post brand and the impressive price – performance ratio, was the proven guarantee in terms of capacity and quality. Because ultimately every year 8.5 million items have to reach their recipients on time.

## The Challenge

The print output is an important means of communication for health insurers. The work processes correspondingly entail significant costs in terms of personnel and are very labour intensive. The outsourcing of the work steps involving the printing, packaging and delivery of notifications, statements and insurance documents which are dispatched by a health insurer is therefore a good solution. These tasks can be handled via a specialist external service provider such as SPS with significantly greater efficiency and economy than if performed in-house. Because when it comes to making a positive impression on the customer, quality and reliability are first and foremost.

Visana initially only had its print jobs handled via an external service provider. When the need for investment arose on the packaging

side it outsourced this process to the same service provider. Whilst it was good idea itself, the plan failed due to the continuing deficiencies in the quality of its practical implementation. Visana therefore evaluated other alternatives – including complete insourcing.

## The Solution

After thorough testing and evaluation of all options, Visana decided to outsource the output management on an integrated basis. The customized service provided by Swiss Post Solutions meets all the criteria relevant to decision making and the company was awarded the contract.

The challenge for the print output lies in the detail. Correspondence is ultimately not just a business card, a face to the outside world,



We are very satisfied with the services of Swiss Post Solutions. Although clear Service Levels have been defined we have never had to question whether these are being adhered to.



– Christoph Lanz, Head of IT at Visana

but also an important «tool» for fostering relations with the customers. Right from the outset Visana and Swiss Post Solutions had a common understanding of the required quality and service. They have an excellent working relationship.

As a competent and experienced partner SPS was able to overcome minor obstacles in the adjustments to the envelopes. SPS also meets Visana’s requirements regarding flexibility which is often mentioned as a hindrance when it comes to outsourcing.

The integration of the entire output management process in the mail sorting centres of Swiss Post creates key competitive advantages for Visana. In numbers’ terms this involves the prompt execution of more than 100 different print jobs with demand volumes far exceeding the capacity of smaller service providers:

- Daily volumes: 10,000 to 20,000 mailings involving 30,000 to 40,000 printed pages
- Premium statements: Periodic dispatch of approx. 250,000 mailings involving around 750,000 printed pages
- Insurance policies: Annual dispatch of approx. 1.1 million mailings involving around 2.3 million printed pages

Visana’s huge volumes and mass production do not pose a problem for Swiss Post Solutions.

On the contrary: the high processing capacity of SPS generates economies of scale and consequently attractive unit prices from

which Visana benefits. Having production within the Swiss Post mail centres and the direct feed into the postal distribution cycle dispenses with the need for transport and avoids interface delays. Thanks to the continuous mailing controls, the processes through which an individual mailing passes, from production through to receipt by the addressee, remain transparent at all times, guaranteeing Visana that every mailing has been produced and dispatched in full. Furthermore, with SPS as an outsourcing partner, Visana benefits from ISO and FINMA certified security and quality standards throughout the entire process.

#### The Benefits

Since Swiss Post Solutions is responsible for the output processing, Visana no longer incurs any internal infrastructure and fixed costs for the output management. The resultant reduction in the strain on its own resources will benefit its core business and customer service.

- Professional and efficient customer communication
- Customized Service Levels which can be flexibly adapted as required at any time
- Quality-assured production and processing of mass mailings without any capacity bottlenecks
- Data preparation, printing, packaging and dispatch all under one roof



#### About Visana

With more than a million insured and a premium income of a good 2.7 billion Swiss francs, the Visana Group is one of Switzerland’s leading health insurers. It employs 1,200 personnel at the headquarters in Berne and over 150 branches throughout Switzerland. The Visana Group provides insurance for private and corporate customers. Under the Visana, sana24 and viva-care brands it offers customized solutions for the mandatory nursing care insurance, supplementary and non-life insurance as well as accident insurance. With «Visana business» corporate customers benefit not only from insurance solutions and support for their occupational health management (OHM) but also for process optimization issues.

**Learn more**  
about the SPS Output Management

