

Case Study

1 Hospital Challenge with Return Mail Solution from *The* PLD Group

“Our mission is to reduce the cost associated with undeliverable mail.”

A Summary:

Each year there are more than 9.7 billion pieces of mail returned as “unable to deliver as addressed (UAA)” . Our mission is to reduce the cost associated with these undeliverables. We understand the financial deficiencies which occur due to the cost of postage as well as the cost of continuing to mail to a bad address which indefinitely delays revenue.

In recent years, mail has become very complex. Even the USPS admits that some aspects of producing and preparing mail in order to meet all the criteria for delivery requires specialized knowledge and experience. They recommend companies consider using 3rd party experts in order to realize both hard and soft costs. The following is just one way The PLD Group is helping to keep money in our customers’ pockets – not the hands of the USPS!

The Solution:

The PLD Group implemented the Smart Return Program. With a ‘customized’ 2D barcode, information important to the account was captured to report back to the customer; including the name of the guarantor, the address, the reason for the return mail piece, and the amount owed on the statement. Return mail was processed daily with a weekly report sent back to the customer. Each report was broken down by facility and illustrated each of the segments found in the 2D barcode. In lieu of buckets of return mail, the customer received one spreadsheet with detailed information. The customer was able to immediately update their system as well as cancel further statements from going out. Within 30 days of implementing the program, the ROI was satisfied. In less than 12 months, the return mail was under control and substantial cost savings were being realized.

“By tracking one year, return mail was decreased by as much as 78%”

The Results:

By tracking one year (April to April), return mail was decreased by as much as 78%. The savings was captured in both the decrease of return mail as well as the cost of continuing to send out statements deemed ‘undeliverable’. See following page for graphs and total savings.

The Challenge:

A local medical center with three hospitals concurred they had a challenge with return mail. However, they didn’t feel the problem was out of control. There were no allocated resources to work through any of the return mail on a full time basis. The Business Office underestimated the impact of correcting this challenge on both their cash flow and their internal procedures. In the initial analysis stages of implementing Smart Return, it was discovered that one particular patient had been sent 94 statements - all of which came back undeliverable. The account had never been flagged as a ‘bad address’, therefore statements continued to go out each month per their billing procedure

For more information on Smart Return contact:

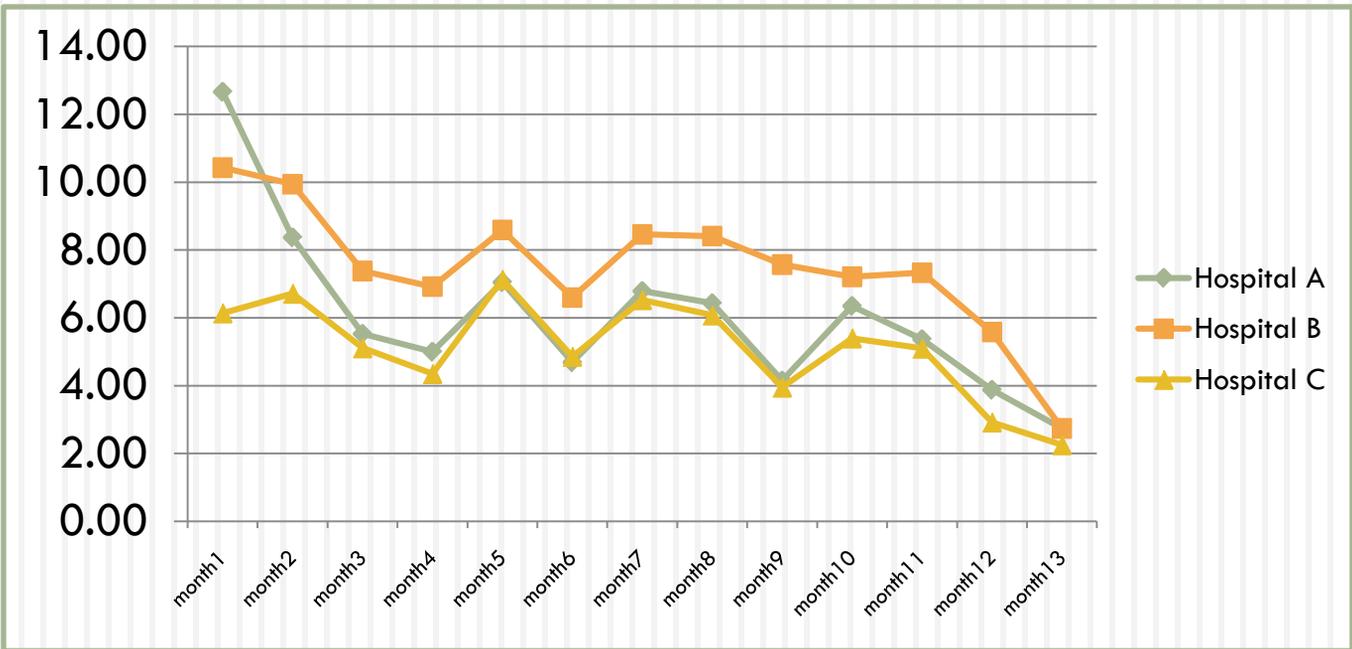
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The Results:

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Year of Tracking
Year of Results
Year of Savings



- **Hospital A:** Return mail was reduced from 12.66% to 2.74%, or a 78.37 % decrease. In addition to the return mail reduction, the account was able to see immediate results by discontinuing sending out an average of 12,252 statements a year deemed as undeliverable; thus saving almost \$6,000.00 in postage alone!
- **Hospital B:** Return mail was reduced from 10.43% to 2.74% or a 73.72% decrease. In addition to the return mail reduction, the account was able to see immediate results by discontinuing sending an average of 7,080 statements a year deemed as undeliverable; thus saving almost \$3,552.00 in postage alone!
- **Hospital C:** Return mail was reduced from 7.56% to 2.25%, or a 69.86 % decrease. In addition to the return mail reduction, the account was able to see immediate results by discontinuing sending an average of 3,012 statements a year deemed as undeliverable; thus saving almost \$1,320.00 in postage

Savings:

22,344 statements stopped from being printed and mailed needlessly!

\$10,872 .00 in postage savings!