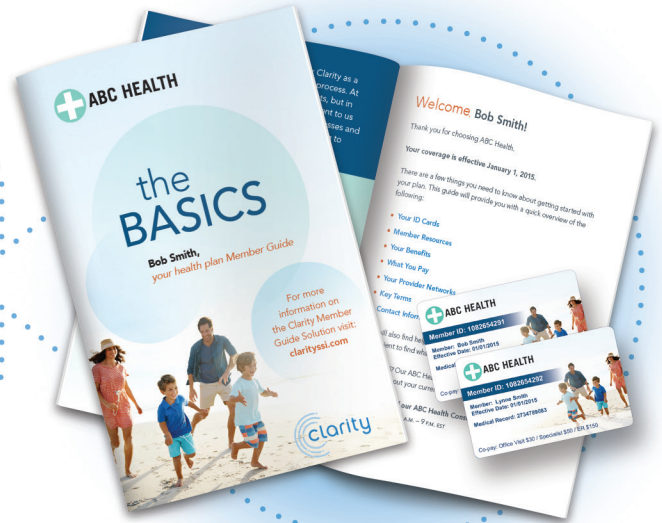




THE CLARITY SOLUTION FOR: MEMBER ENGAGEMENT



Benefits

Allows flexibility for personalization

Simplifies and streamlines the process

Reduces print and mailing costs

Acts as a vehicle for member engagement

Creates efficiencies for organizing materials

What is a Member Guide?

A smaller (8 1/2" x 5 1/2"), streamlined version of a traditional post enrollment member kit that Clarity offers to health insurance and pharmacy benefits markets. It includes pertinent member information such as benefit schedules, network information and details on how to use resources such as member portals. The member's personalized ID cards are affixed to the guide, which have traditionally been mailed separately. This customizable piece can be personalized for each member or group, providing the opportunity to engage members in their health plans and increase member satisfaction.

How it Works

- **Organize.** Clarity's proprietary application creates efficiencies for organizing and personalizing materials. Members have online access to all production.
- **Customize.** The member guide content is printed fully on-demand according to plan design and incorporates personalized member and group information.
- **Deliver.** E-delivery capabilities are available with the member guide, so you can produce all of the detailed information necessary for membership and facilitate access to it through the member portal or mobile device.

→ www.clarityssi.com for more information



organize customize deliver®