

Driving Digital Adoption to Reduce Costs and Improve Member Engagement

In an era where healthcare members expect fast, secure, and personalized communication, a leading national Medicare plan faced significant barriers to digital transformation. Print and postage costs were skyrocketing, member trust in digital channels was low, and outdated systems limited visibility into engagement. The organization turned to O'Neil Digital Solutions to modernize its member communications, streamline digital adoption, and drive measurable results—without compromising security, compliance, or experience.

CLIENT

A National Medicare Health Plan

FOCUS

Print-to-Digital Conversion + Member Communications Optimization

OUTCOME

\$12 Million Annually

The Challenge

A nationally recognized Medicare health plan was struggling to drive digital adoption among its members. While digital delivery promised faster access and significant cost savings, member privacy concerns and a general lack of trust in digital platforms led to stagnant opt-in rates.

In addition to these adoption barriers, the organization faced:






- Escalating print and fulfillment costs.
- Limited visibility into how members engaged with critical documents.
- High volumes of support calls related to document delivery and comprehension.
- Difficulty collecting and managing member communication preferences.
- An inability to customize outreach efforts by product line or employer group.

The O'Neil Solution

- **Launch a centralized, secure member portal** to consolidate documents into one easily accessible location.
- **Simplify digital opt-in** with a one-click enrollment or opt-out process.
- **Customize document branding** by plan and product line to maintain consistency and relevance.
- **Deploy intelligent campaign management tools** to educate and encourage members to go digital.
- **Enable same-day digital access to critical documents** such as ID cards, EOBs, and compliance letters.
- **Support multilingual communications** based on member preferences.
- **Integrate real-time alternate format fulfillment**, including braille, large print, or audio.

The Results

A measurable shift from paper to digital—delivering millions in savings and a stronger, more satisfying member experience.

 Significant Postage Savings	A 20% increase in member digital opt-ins led to over \$1 million in monthly postage savings—totaling \$12 million annually.
 Enhanced Member Engagement	Simplified access and faster delivery of documents—such as ID cards and EOBs— boosted member satisfaction and reduced support call volumes.
 Streamlined Digital Engagement	A centralized portal and personalized campaigns made digital enrollment easy, driving higher engagement and stronger communication touchpoints.
 Faster Time-to-Access	Members gained same-day digital access to critical documents, eliminating wait times and improving transparency across the board.
 Improved Compliance and Brand Consistency	With unified templates and smart delivery preferences, the organization strengthened regulatory compliance and reinforced brand trust at every step.

Conclusion

By partnering with O’Neil, this Medicare plan transformed its communication model—cutting costs, simplifying digital enrollment, and significantly improving the member experience.

If your organization is facing similar challenges with digital adoption or escalating print costs, we’re here to help.

Get In Touch

Let’s talk about how O’Neil can elevate your communications strategy—while delivering measurable savings and stronger member relationships.

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