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NEWS:

## Healthcare Insurance Sector Savings

### Healthcare Insurance Sector Averages Savings of 32% in the Past Two Quarters Using eLynxx Software

Staying connected with both customers and service providers is critical to organizations in the healthcare insurance sector. Because of the highly regulated, personal and official nature of information in the healthcare insurance space, print remains a primary channel of communication. At the same time, especially in such a dynamic and competitive industry, there is always pressure to control cost and achieve better results that often leads to decisions that impact critical operations and materials. For 40 years, companies have turned to eLynxx Solutions to maximize efficiency, reduce costs and achieve better results from their marketing and communication materials.

"Healthcare insurance companies rely heavily on printed communication such as direct mail," said Nathan Rotz, chief executive officer of eLynxx Solutions. "These communications are often quite complex, involving not only personalization but requiring a high measure of security because of sensitive personally identifiable information. Such needs can add substantially to the cost of a campaign. Reducing the per-unit cost of printed communication materials and increasing the efficiency with which they are managed makes a positive impact on a healthcare insurer's bottom line." That is why leaders in the healthcare insurance sector turn to eLynxx Solutions. Purpose-built for the sourcing and management of direct mail, marketing and print communication materials, eLynxx software provides the highest possible level of efficiency and coordination. Combined with our print buying methodology, eLynxx users from across all business sectors regularly achieve per-unit cost savings of up to 40% on all kinds of custom printed materials while increasing efficiency by an average of 53%.

"eLynxx Solutions is pleased to have been able to save its healthcare insurance clients an average of 32% in the past two quarters. This level of savings continues a trend of eLynxx Solutions clients in this sector achieving average annual savings of over 30%," Rotz noted. Naturally, the efficiency and savings achieved through eLynxx is not limited to those in the healthcare insurance industry.

eLynxx Solutions helps organizations in the education, financial, manufacturing, heavy equipment, building products, technology, non-profit association and shipping and logistics sectors as well. eLynxx Solutions takes an approach of helping organizations extend their capabilities to get better results from a traditionally hard-to-control area of operational spending. With other approaches there is always some level of sacrifice. With the eLynxx approach organizations achieve the best possible price, quality and service on custom-printed materials while retaining control through their own people, processes and vendors.

#### About eLynxx Solutions

eLynxx Solutions is the leading innovator of software and services that connect buyers and producers of graphic communication, direct mail, marketing, point of purchase, publications, labeling, packaging and all printed materials. As a software boutique, eLynxx tailors its cloud software to fit the needs and requirements of its customers, providing the functionality of custom solutions with the economy of out-of-the-box software. For more information regarding eLynxx software, please visit [eLynxx.com](http://eLynxx.com) or call 717-709-0990.