

Progressive Impressions International



- Faster, easier preparation for open enrollment
- Smooth enrollment experience for clients
- Reduced costs for collateral development
- All your marketing materials on one site

## Versioning and personalization system for health insurance marketers

# Open Enrollments, Smooth As Silk

Online system saves time, controls errors, reduces collateral development costs

Pii's versioning and personalization system for health plan enrollment materials was developed to meet your specific marketing needs. Brochures, benefit charts, posters, announcement letters — all your collateral is available on one site for account managers to select and customize for clients.

Pii can provide a complete solution — from site hosting and data management to printing and fulfillment.

From start to finish, we offer a smooth enrollment experience.

1

## Account managers access key features easily from the Home page.

Click any of the products on display, or go to a complete catalog of your marketing collateral.

## You control product displays.

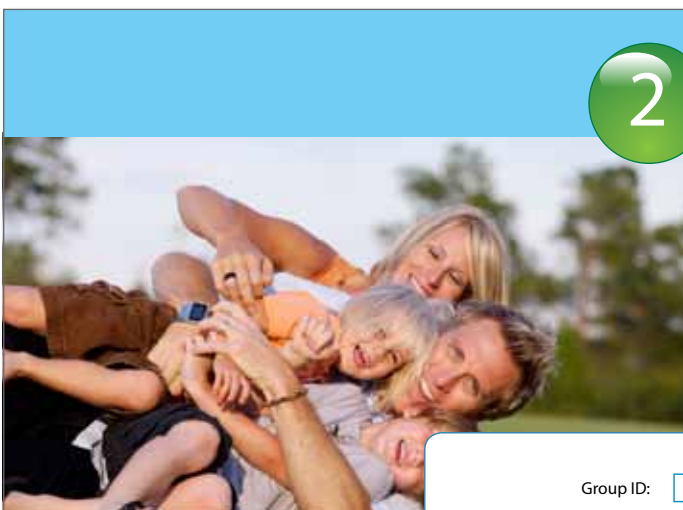
Your admin-level users can insert new text and graphics on the Home page to promote the latest marketing initiatives, wellness campaigns and seasonal campaigns.

2

## Enter once, and it's customized throughout.

Only type the company name once, and the system fills in the blanks as needed in the rest of the document. Details such as plan year, telephone numbers and special terminology are managed automatically.

This option speeds development of benefit charts.



## Your health plan choices at a glance

Help selecting a best fit plan for Taylor Corporation employees and their families for 2010

Group ID:	<input type="text"/>	Benefits chart selection	2 <input type="button" value="v"/>
Select graphic:	Summers are for running with your family	<a href="#">Add previously saved benefits chart</a>	
Select employer logo:	No logo <input type="button" value="v"/>	Added saved products	
Company Name:	Taylor Corporation		
"employees" or "members":	Employees <input type="button" value="v"/>		
Year:	2010		
Save Product Name:	Yes		
<input type="button" value="Add to Cart"/> <input type="button" value="View"/> <input type="button" value="Next"/> <input type="button" value="Save"/>			

# 3

## Select or deselect paragraphs.

It is easy to assemble a plan document with any combination of coverages. Exclusions in the brochure are cross-applied to accompanying benefit charts.

Health Assessment:  include  
 exclude

Fitness Program:  include    
 exclude

24-Hour Nurse Advice Line:  include  
 exclude

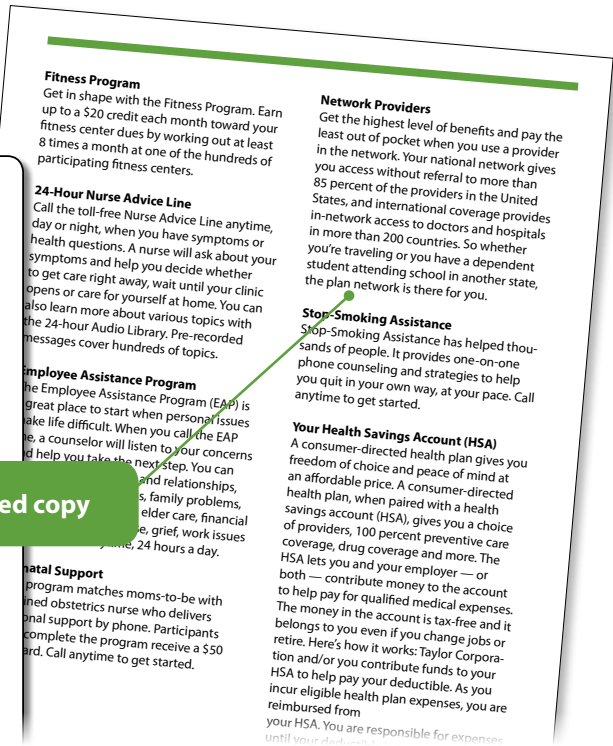
Employee Assistance Program:  include  
 exclude

Prenatal Support:  include  
 exclude

Network Providers:  include  
 exclude

Gift Card:  include  exclude

Stop Smoking Assistance:  include  
 exclude



Excluded copy

	In network	Out of network
<b>Other Professional Services</b>		
<input checked="" type="checkbox"/> <b>Chiropractic manipulation</b>	Deductible then 50% coinsurance <input type="button" value="v"/> <input type="text"/> 100% <input type="button" value="v"/>	No coverage <input type="button" value="v"/> <input type="text"/> 100% <input type="button" value="v"/>
<input checked="" type="checkbox"/> <b>Chiropractic therapy</b> (\$500 maximum per person per calendar year for nonparticipating providers for chiropractic manipulation and therapy)	Deductible then 50% coinsurance <input type="button" value="v"/> <input type="text"/> 100% <input type="button" value="v"/>	No coverage <input type="button" value="v"/> <input type="text"/> 100% <input type="button" value="v"/>
<input checked="" type="checkbox"/> <b>Home Health care</b> (\$500 maximum per person per calendar year for nonparticipating providers)	70% <input type="button" value="v"/> <input type="text"/> 100% <input type="button" value="v"/>	50% <input type="button" value="v"/> <input type="text"/> 100% <input type="button" value="v"/>
<input checked="" type="checkbox"/> <b>Physical therapy, Occupational therapy</b> (\$500 maximum per person per calendar year for nonparticipating providers)	Deductible then 70% coinsurance <input type="button" value="v"/> <input type="text"/> 100% <input type="button" value="v"/>	90% <input type="button" value="v"/> 80% <input type="button" value="v"/> 70% <input type="button" value="v"/> 60% <input type="button" value="v"/> 50% <input type="button" value="v"/> Deductible then 100% coinsurance Deductible then 90% coinsurance Deductible then 80% coinsurance Deductible then 70% coinsurance <input type="button" value="v"/> Deductible then 60% coinsurance Deductible then 50% coinsurance No coverage
<input checked="" type="checkbox"/> <b>Speech Therapy</b>	70% <input type="button" value="v"/> <input type="text"/> 100% <input type="button" value="v"/>	50% <input type="button" value="v"/> <input type="text"/> 100% <input type="button" value="v"/>
<input type="checkbox"/> <input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> <b>Inpatient hospital services</b>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> <input type="text"/>	<input type="text"/>	<input type="text"/>

Open fields available for nonstandard coverages.

# 4

## Standardized inputs reduce errors.

Drop-down menus and other familiar Web conventions keep keyboarding to a minimum:

- Menu-driven inputs
- Auto-populating fields
- Built-in checks for missing or inconsistent data

The system tests data for validity as it is entered and prompts the user as needed. An intuitive interface and controlled inputs support a faster, more reliable process for assembling plan documents.

**A smooth enrollment experience** makes for happy clients and employees — the beginning of a strong business relationship for the coming year. The technology to make it possible integrates seamlessly with your existing Web environment. Talk to your Pii representative for details.





**The Power of Personalization®**

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Pii is a registered ISO 9001 company.