

# Safe, Compliant Brand Control for Healthcare

Between localized marketing efforts, managing multi-location clinical operations protecting patient information and meeting revenue objectives, the healthcare industry involves a host of complex business challenges. Communicating with patients shouldn't be one of them.

## Find Cost Savings

Costs in healthcare continue to climb as margins shrink. Drawing from decades of experience serving the industry, OneTouchPoint knows the importance of cutting waste and managing what you spend on printing. With production facilities nationwide, OTP can combine localized, HIPAA compliant mailings for savings at scale while delivering to specific locations. OneTouchPoint also helps healthcare organizations keep pace with changes to laws, required notices, and patient forms to minimize unusable non-compliant material.

**HITRUST<sup>®</sup>**  
**CSF Certified**

Recurring Mail Platform  
& Client Vault Network

## Compliance Made Easy

Communication in healthcare goes beyond branding. Providers and insurers face the challenge of communicating with patients, protecting their privacy and achieving strict HIPAA compliance, while ensuring materials are accurate, up-to-date, and of a quality that reflects their high standard of care.

### Discover how OneTouchPoint's resources, technology, and expertise in healthcare drive savings:

- ✓ Print-on-demand capabilities and real-time inventory management have reduced OTP customers' inventory by up to 50% and cut scrap of obsolete material to less than 0.1%.
- ✓ OneTouchPoint's mailing experts minimize spending for direct mail marketing, benefits statements, patient notifications, and other material.
- ✓ Centralized order management and reporting through OTP One Platform provides a top-level view of print spending that can reveal inefficiencies and uncover savings.

### Find a partner with data security and privacy protections you can trust:

- ✓ OneTouchPoint's end-to-end data security measures are HITRUST certified.
- ✓ Upload patient names and lists to a secure FTP site, while 100% match mailing ensures each patient receives the correct information.
- ✓ OTP's expertise encompasses secure strategies for print production.
- ✓ OTP employees are trained annually on HIPAA requirements, and has the resources and knowledge to ensure HIPAA standards are met for physical, network, and process security.

## Keep Material Up-To-Date and Easily Accessible Across the Organization

The OTP One Platform brings marketing assets and patient material into a single, centrally controlled online resource center. Business leaders can ensure accuracy and brand compliance in one place, while local managers can easily customize mailings delivered at scale with precision and efficiency.

All assets are available 24/7, 365 days a year in an intuitive, web-based portal that can slash hours of administrative work in localizing and customizing patient collateral, forms and more. With a single login and password, the right material is always a few clicks away. From there, OneTouchPoint helps manage, print, and distribute patient communications, removing the middleman to save cost and drive efficiency.

### Go beyond order management with the OTP One Technology:

- ✓ Ensure inventory stays current by instantly updating time-sensitive material for legal compliance and internal policy changes.
- ✓ Make the entire asset library accessible in one place—meaning one log-in, one password.
- ✓ End users can access and customize signage, forms, banners and a range of other material 24/7 from any location— all based on 1:1 defined access levels.
- ✓ Ensure care teams and staff follow the same procedures across locations: Centralize operational and training materials to keep teams up-to-date on processes, asset updates and legal guidelines.
- ✓ Enforce brand control by giving dispersed locations a central repository to access images, logos, appointment cards, lobby signage, patient forms, marketing collateral and more.
- ✓ Coordinate local outreach across sites for campaigns with a solution that allows true omni-channel marketing.

*“We value OneTouchPoint as an indispensable partner. OneTouchPoint’s expertise, not only in printing, but in mail fulfillment, programming, design, and customer service has made us consistently successful in meeting stringent state requirements and serving our members. We could not do what we do, as well as we do it, without OneTouchPoint.”*

— National Healthcare Insurance Company

*“As the industry leader in hospice services, we needed a partner that had the platforms and the customer service that we were looking for. I’m happy to say that OneTouchPoint has delivered.”*

— Chief Marketing Officer,  
Leading Healthcare Organization

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