



Clarity Software Solutions, Inc. helps clients optimize customer relationships—and save time and money—by enhancing flexibility and control over document management and communications delivery.

Based in Guilford, Connecticut, Clarity serves numerous health plans around the country and across all product lines (Commercial, Medicaid, Medicare). In the past two years Clarity has implemented over 45 regional and national health plan programs to support membership ID cards and materials. Our custom solution is built within secure web-based technology, is easy to use and allows a single communication to be published to any media type - print, web, mobile or email.

#### **More control in less time for staff**

The Clarity solution provides users with robust design, production control and reporting tools. These tools greatly reduce the staff time associated with managing communications delivery or overseeing multiple vendors for such services. Key features include:

- **Scalable, redundant production capacity** that ensures responsive turn-times, especially during periods of high volume.
- **Unlimited customization** and ability to change card and material templates/designs within the application, reducing reliance on change requests or dependency on IT resources.
- Ability to **preview any package pre- and post-production** online; crucial for quality review prior to production and a helpful reference for customer service functions after production.
- Ability to **send all materials electronically to your member portal or even mobile phones** to allow for local access and printing, which enhances your member experience and creates long-term cost savings.

#### **Cutting-edge solutions, today and tomorrow**

Innovation is part of Clarity's DNA. Our solution was developed by a team of experienced industry professionals with a vision for how member communications could be done better. Flexibility, configurability and scalability are fundamental characteristics of our web-based application. Clients can always be assured of working with the most forward-leaning tools, designed to leverage the latest in technology and meet evolving business needs.

#### **Targeted, timely and consistent communications**

Health plans that have migrated to Clarity from our competitors or from internal programs were looking to surpass their current member experience and gain superior customer service. Clarity can specifically help you optimize customer relationship management by enhancing flexibility and control over membership material development and delivery, allowing you to focus on your business rather than worrying about the details of print and fulfillment.

We know how demanding and complex it can be to coordinate and manage consistent communications. Clarity is excited about the opportunity to earn your business and form a longstanding partnership.