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FOR IMMEDIATE RELEASE

Cody launches first single-source solution for health plans' member marketing materials

CodyPrint™ to provide print and fulfillment services alongside CodySoft® Collateral Management Module®

TAMPA, Fla. (May 3, 2016) — Rounding out its existing service offerings, Cody has launched CodyPrint™ to manage the print, fulfillment and mailing of health plans' mandatory member communications. The service will complement the firm's existing CodySoft® Collateral Management Module® to provide the first full-service solution for the design, distribution and compliance tracking of important member marketing materials.

"For the first time, payers have access to a single source for all of their document creation needs – from document development and approval all the way through print and fulfillment," said Douglas Pray, who was recently hired as Director of CodyPrint. "And because it is backed by our team of experts, we can help organizations save money along the way."

CodyPrint is an adjunct to the CodySoft Collateral Management Module, which extends the expertise, efficiencies and accuracy of the project management platform to include the print and fulfillment of member materials. This includes the yearly creation and mailing of Annual Notice of Coverage (ANOC), Evidence of Coverage (EOC) and Summary of Benefits (SB) documents, new member Welcome Kits and more.

With CodyPrint, health plans will benefit from centralized project management tools and intelligent systems for prepress, proofing, mail file processing, sorting and verification, quality control and USPS tracking. Health plans will reduce unnecessary printing costs, receive deeper discounts on postage rates, and get materials delivered to members faster, with fewer returned mail packages.

"We are thrilled to announce the launch of CodyPrint, as we know this will be a huge benefit for our existing and future customers," said Deb Mabari, CEO of Cody. "With over a decade of enterprise-level experience in design, prepress, print and fulfillment, Doug has the expertise needed to oversee this new division and ensure that our clients receive the highest quality work possible to take them to the next level of efficiency, cost-effectiveness and security."

About Cody: Cody works with government-funded and commercial health plans to maximize efficiencies throughout the organization. We help clients strategically integrate operations by streamlining marketing communications; improving regulatory compliance; assisting with Business Process Outsourcing; and offering organizational design/executive search assistance. Our proprietary suite of software, CodySoft®, is specifically designed for health plans. www.codyconsulting.com

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