



## CASE STUDY:

# Paper, Pulp & Packaging Manufacturer

Cost-effectively updating and distributing compliance materials to benefits-eligible employees on a timely basis

**Workforce** 33,000 benefits-eligible employees

## CHALLENGE

This international pulp, paper and packaging company struggled with keeping their hundreds of summary plan descriptions (SPDs) and other compliance documents updated and distributed on a timely basis.

## OPTAVISE SOLUTION

Optavise implemented proprietary document generation technology to update the company's health and welfare SPDs within a year and generated summaries of benefits coverage as part of the initial contract. Following this success, Optavise was tasked with producing HPCCs, annual enrollment guides, health care guides, and over 550 benefits-related documents, including more than 60 this year alone.

Optavise also provided design services to ensure a cohesive look for all benefits materials. Recently, the team introduced IDS—an interactive, electronic document solution that formats documents as online “flipbooks” accessible 24/7/365. These documents include links to additional information and live phone numbers, enabling employees to call directly from their smartphones.

The IDS technology enables the employer to obtain important data points about what employees are looking at and the actions they are taking.

## RESULTS



**560+**  
documents  
produced over six  
years



**\$60,000**  
savings  
estimated from  
annual printing



**18,300**  
pageviews  
more than 5,500 were  
unique pageviews



**Improved  
efficiencies**  
in time to update and  
distribute summary  
plan descriptions



**871**  
views  
during open enrollment  
to the interactive SPD  
with an average visit  
duration of 7 mins 30secs