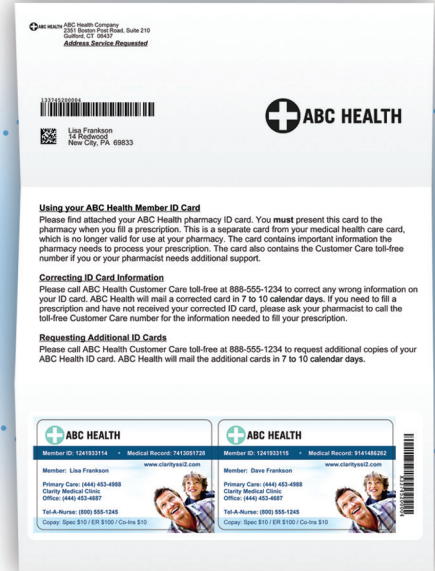




THE CLARITY SOLUTION FOR: ID CARDS



Benefits

Fast and easy to implement

Simplifies and streamlines the process

Reduces print and mailing costs

Enhances the member experience

Allows flexibility for personalization

What's included with the ID card?

A member's personalized ID cards are printed in full digital color on 20 or 30 mil Teslin®. The Clarity Solution creates dynamic templates from existing card designs which can be combined with variable data and web-based tables through a simple online interface for 100% variability. 100% variable welcome letters accompany the cards.

How it Works

- **Organize.** Using client data in its existing format, the Clarity Solution creates personalized communications that uniquely showcase the benefits of the plan and enhance sales opportunities. Our secure, well-organized system makes it simple to manage data in a way that makes the most sense for the business.
- **Customize.** Clarity allows clients to compose and manage various communications in one easy-to-use application. Designs can be added, deleted and modified in a matter of seconds with the click of a mouse. All materials can be viewed online prior to production.
- **Deliver.** For print delivery, clients can choose Clarity's turnkey print production and fulfillment services, an in-house printer, or an outside vendor. Or skip the printing and deliver the document electronically to a member portal or use Clarity's mobile ID card application.



→ www.clarityssi.com for more information



organize customize deliver®