

AMERICAN EXPRESS HEALTHCARE

FISCAL FIRST AID DM

R8: 02/18/15

FRONT OF MAILER



USPS FRANKING LABEL
(NOT PRINTED UNTIL POSTAGE PAID)

BACK OF MAILER

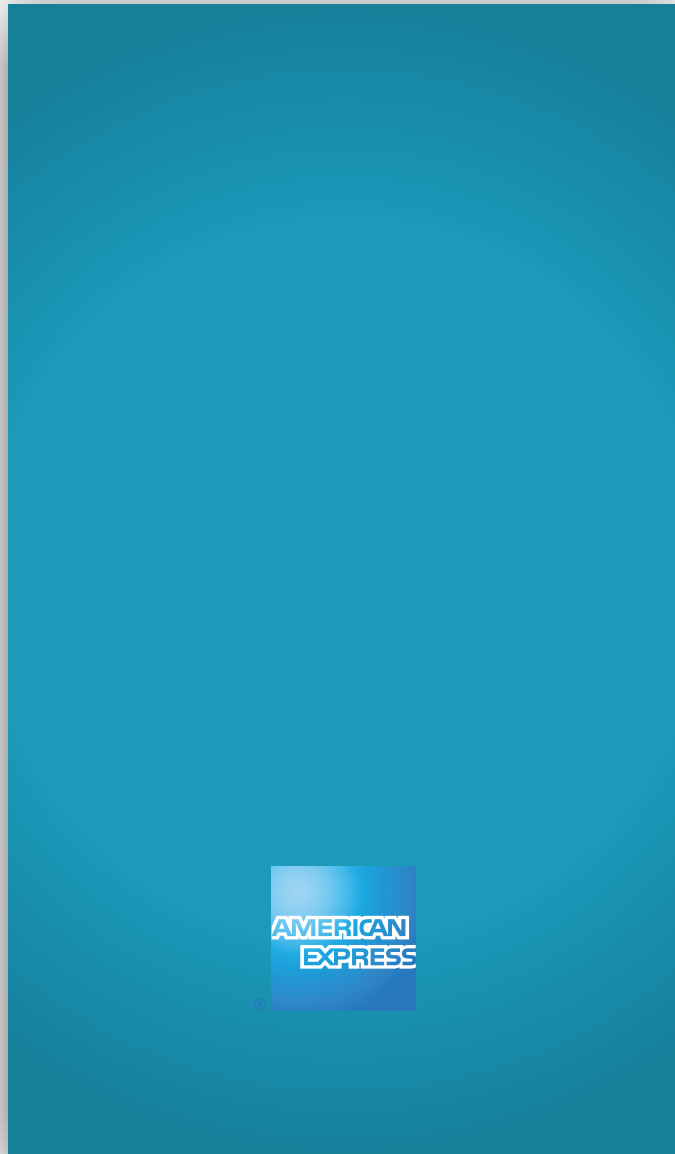


LIGHTER AREA REPRESENTS BOX INSIDE BUBBLE MAILER

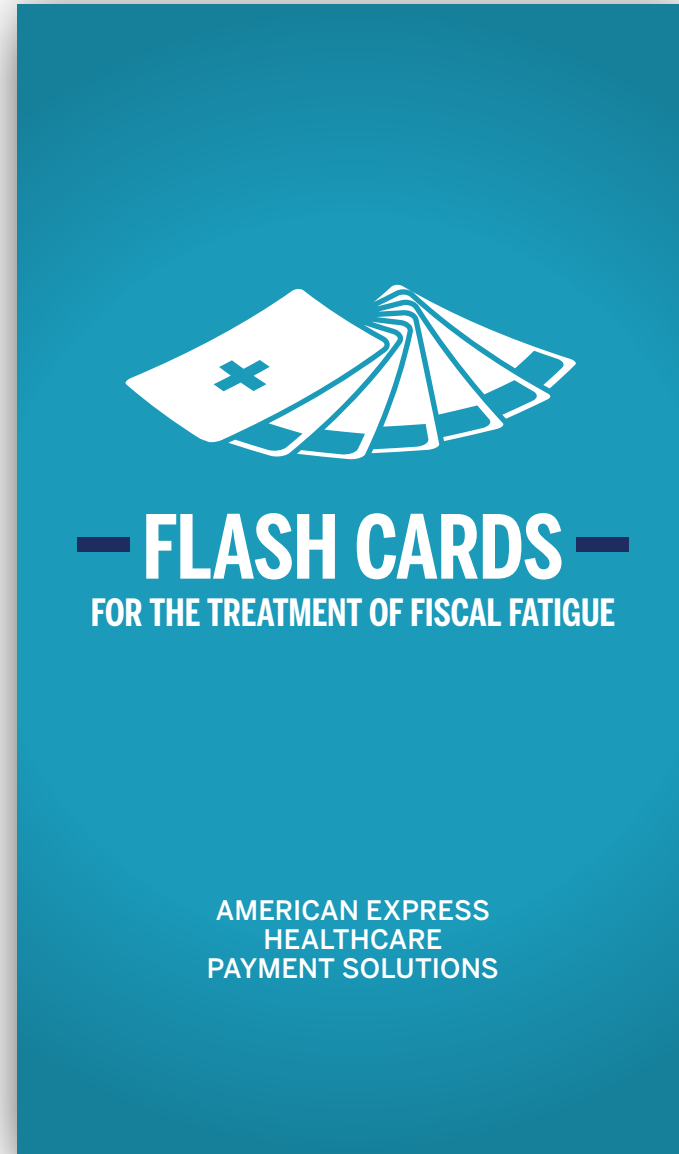


MAILER FRONT AND BACK

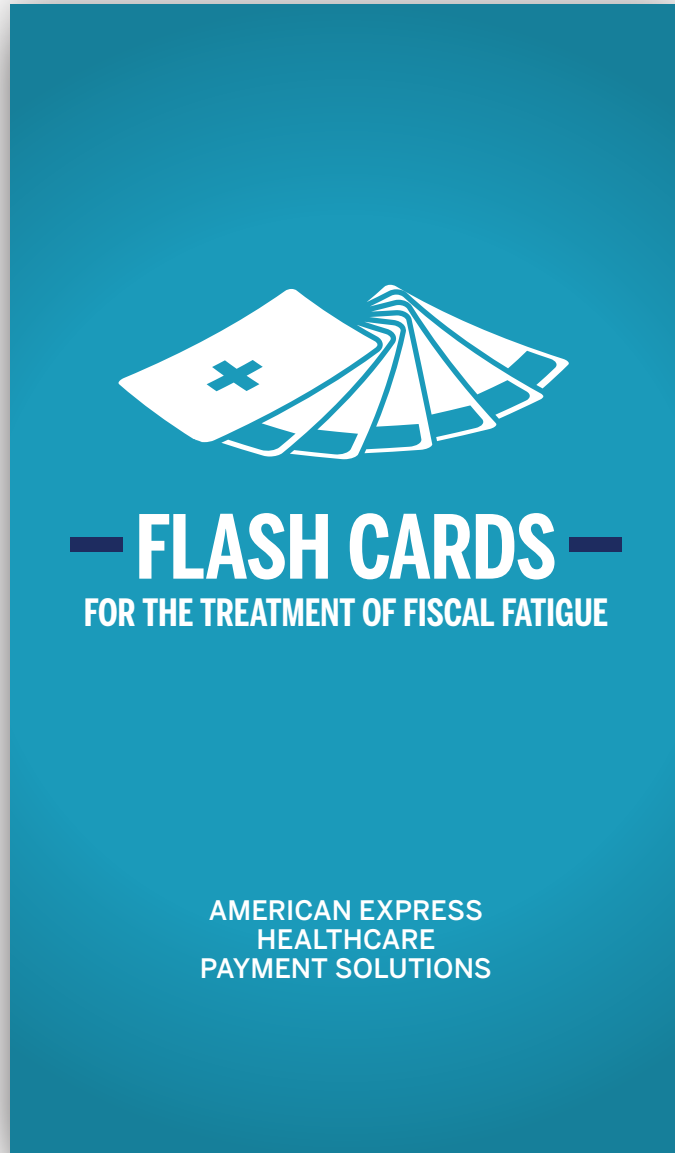




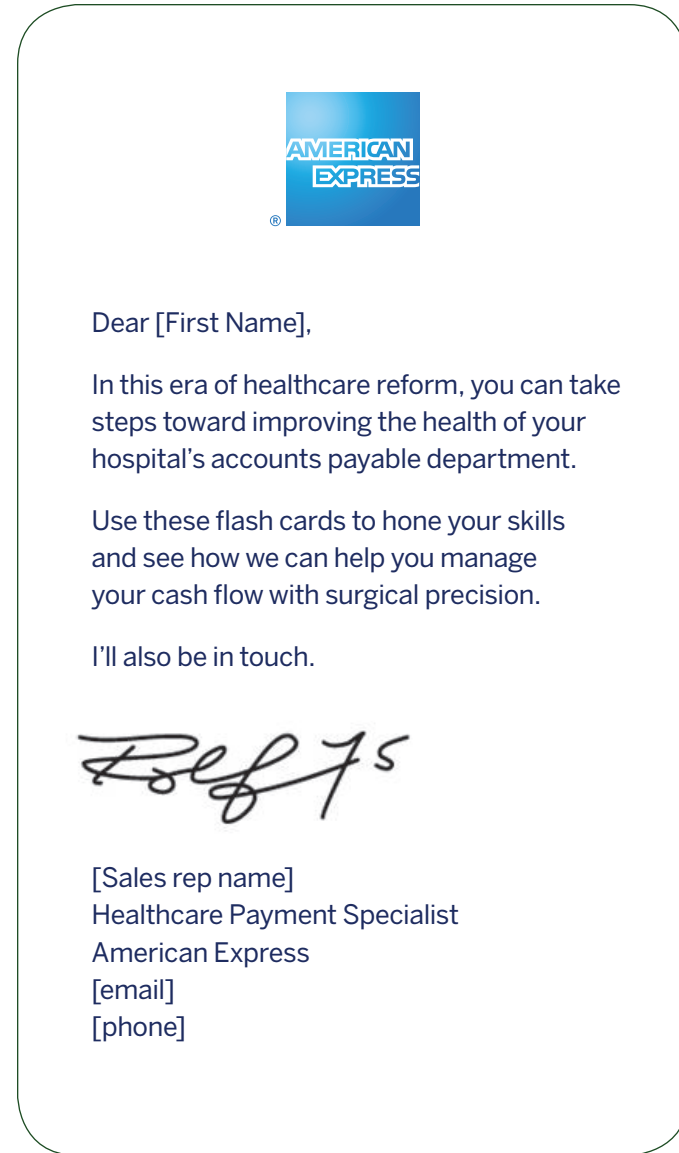
BACK OF CARD BOX



FRONT OF CARD BOX



FRONT OF CARD BOX



WELCOME LETTER





— FLASH CARDS —

FOR THE TREATMENT OF FISCAL FATIGUE

AMERICAN EXPRESS
HEALTHCARE
PAYMENT SOLUTIONS

FOLLOW THESE STEPS TO BUILD A HEALTHY BACK OFFICE.

Do you have a case of fiscal fatigue?

With changes in healthcare policy, hospital administrators are concerned about cash flow flexibility.

American Express can help you improve your hospital's vision of spending and reduce back office pain.



STEP
1

— **DIAGNOSE YOUR** —
SYMPTOMS

AMERICAN EXPRESS
HEALTHCARE
PAYMENT SOLUTIONS



INDICATORS OF FISCAL FATIGUE

Check all that apply:

- Invoices processed manually
- Transactions paid using paper checks
- Little control over the timing of expenditures
- Time-consuming reconciliation process
- Difficulty extending days payable outstanding¹
- Insomnia due to concerns over healthcare reform

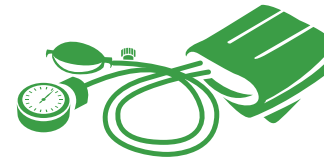
**YOU MAY BENEFIT FROM A PAYMENT SOLUTION
FROM AMERICAN EXPRESS.**

CARD 2 of 12

STEP
2

TAKE YOUR
PULSE

AMERICAN EXPRESS
HEALTHCARE
PAYMENT SOLUTIONS



HOW'S YOUR CIRCULATION?

With payment solutions from American Express, you can help improve your cash flow management and streamline your payment process.

“Our invoices come in electronically, and they’re approved and paid electronically. I don’t have to cut a paper check.”

Stacey Bundrick,
Assistant VP/Finance
Ochsner Health System

READ THE FULL CASE STUDY

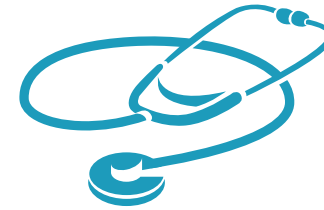
“Ochsner Health System Rises to the Challenge of Healthcare Reform”
americanexpress.com/Ochsner

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STEP
3

GET A
SECOND OPINION

AMERICAN EXPRESS
HEALTHCARE
PAYMENT SOLUTIONS



LISTEN TO THE EXPERTS

“The fear of doing something different has hindered many organizations from taking advantage of good, solid IT solutions....Going forward, information and data are going to become more important than ever.”

Doug Klebe, former CFO at a mid-sized Los Angeles County Medical Center

READ THE FULL Q+A

“Managing Your Hospital's Fiscal Health from an IT Perspective”

americanexpress.com/CFO

CARD 5 of 12

STEP
4

CREATE A
TREATMENT PLAN

AMERICAN EXPRESS
HEALTHCARE
PAYMENT SOLUTIONS



FILL YOUR PRESCRIPTION

We prescribe the **American Express suite of payment solutions.**

- Buyer Initiated Payments (BIP)
- vPayment
- Corporate Purchasing Card (CPC)

We can customize payment solutions based on your needs.

STEP
5

TAKE YOUR
MEDICINE

AMERICAN EXPRESS
HEALTHCARE
PAYMENT SOLUTIONS



TAKE YOUR MEDICINE

**American Express
Buyer Initiated Payments (BIP)**

An electronic payment method that allows you to leverage your American Express billing cycle to extend payment terms with your suppliers by up to 14 days.¹



WATCH THE VIDEO

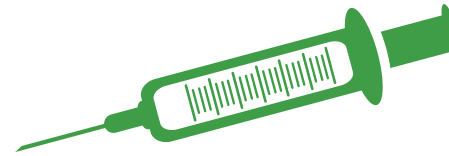
"Your Healthy Healthcare Institution"
americanexpress.com/BIPvideo

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STEP
6

GET YOUR
BOOSTER SHOTS

AMERICAN EXPRESS
HEALTHCARE
PAYMENT SOLUTIONS



**BOOST YOUR IMMUNITY
TO THE FISCAL FLU**



vPayment from American Express

Set controls on supplier payments and streamline your payment process, which can mean less paperwork, reduced billing errors and easy invoice reconciliation.



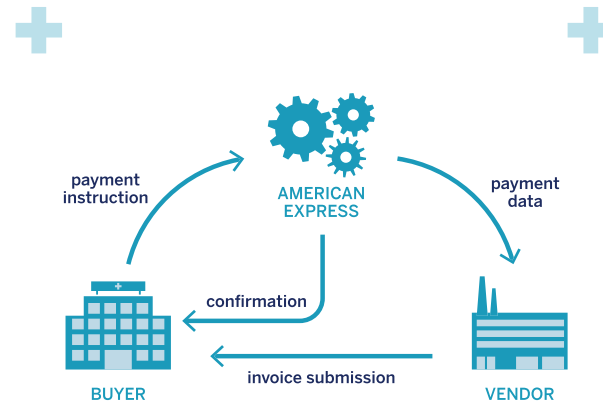
**American Express® Corporate
Purchasing Card (CPC)**

Itemized transaction detail for fast and easy reconciliation.

STEP
7

GET
REGULAR CHECKUPS

AMERICAN EXPRESS
HEALTHCARE
PAYMENT SOLUTIONS



TALK TO OUR SPECIALISTS

Our unique closed loop network in the B2B space and direct supplier relationships enable our **Healthcare Payment Specialists** to manage your payment process from end to end and allow you to target your supplier list for program enrollment.

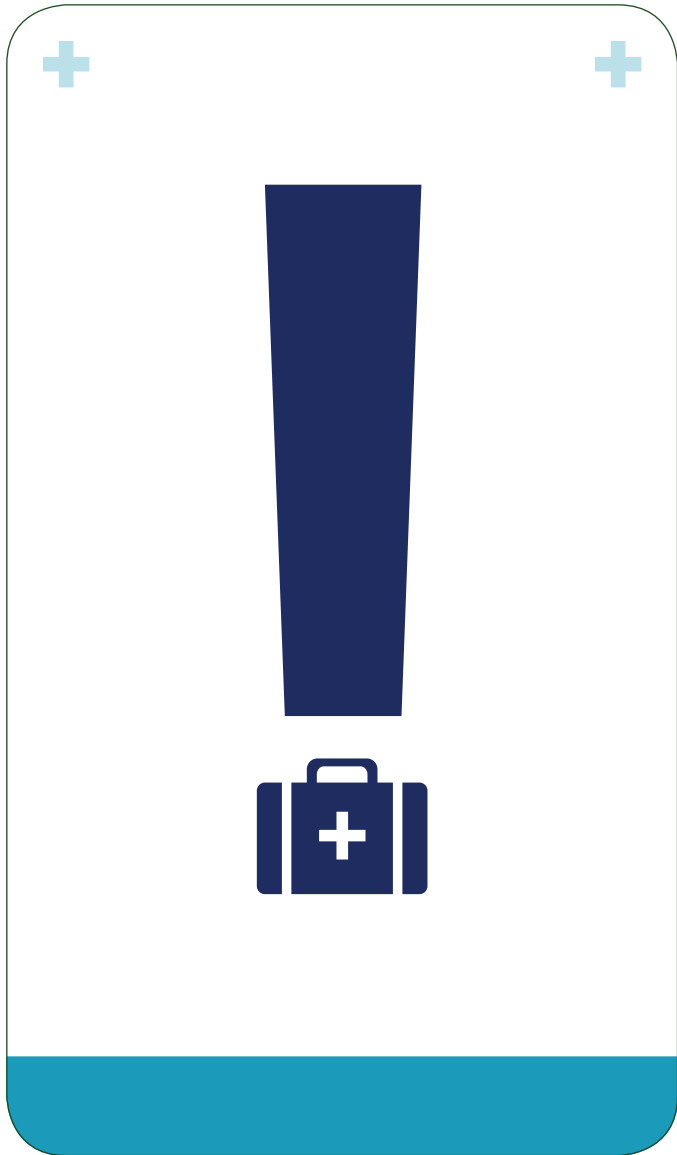


**ASK YOUR AMERICAN EXPRESS
PAYMENT SPECIALIST ABOUT
PAYMENT SOLUTIONS THAT CAN
BE CUSTOMIZED FOR YOU**

With payment solutions from
American Express, you can
improve payment efficiencies.¹

YOU, TOO, CAN CREATE A
HEALTHY
BACK OFFICE





SIDE EFFECTS

¹ The number of days by which your DPO is extended will depend on when during your American Express billing cycle you charge a transaction to a supplier. The date the transaction is posted to your account, and the date you pay the amounts due on your American Express billing statement will determine the number of days you extend which may be less than 14 days.

CARD 11 of 12



EMAIL FOLLOW-UP

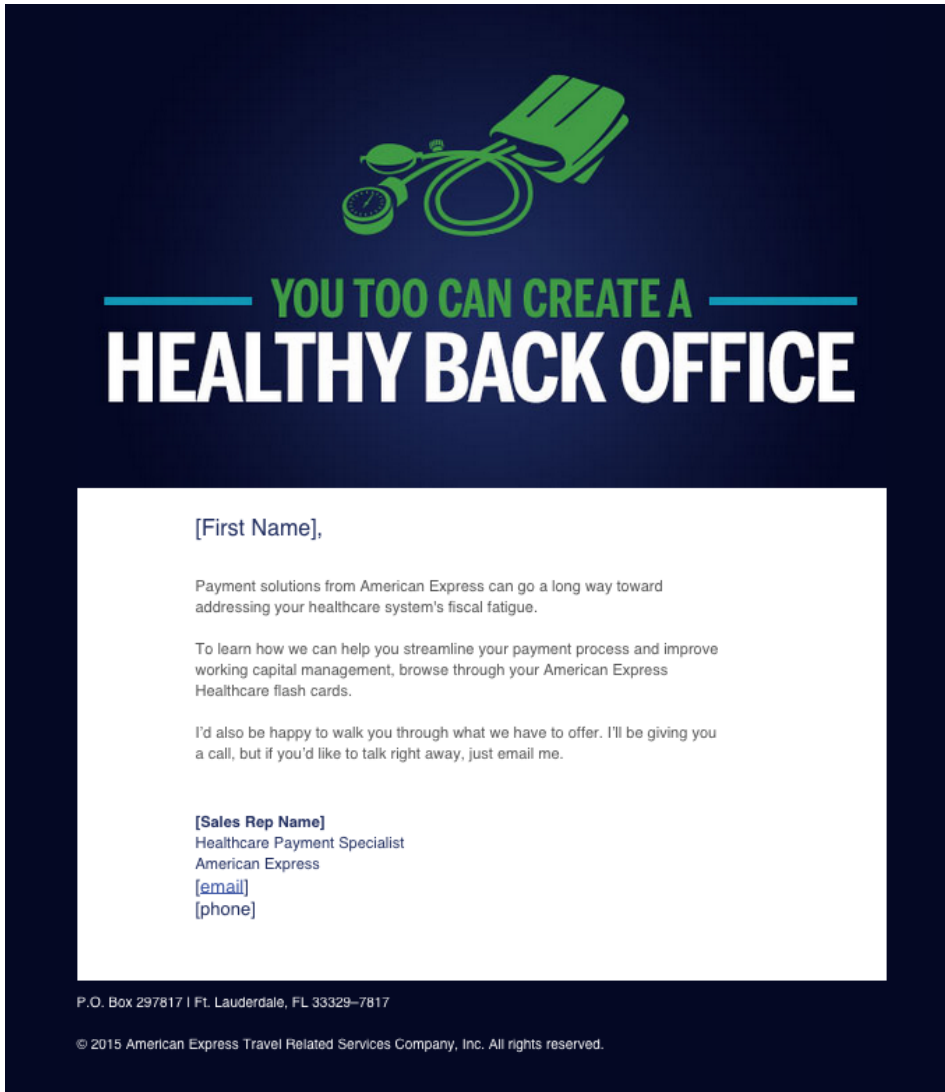
To: [Prospect First Name Last Name]

From: [Healthcare Payment Specialist's First Last Name]

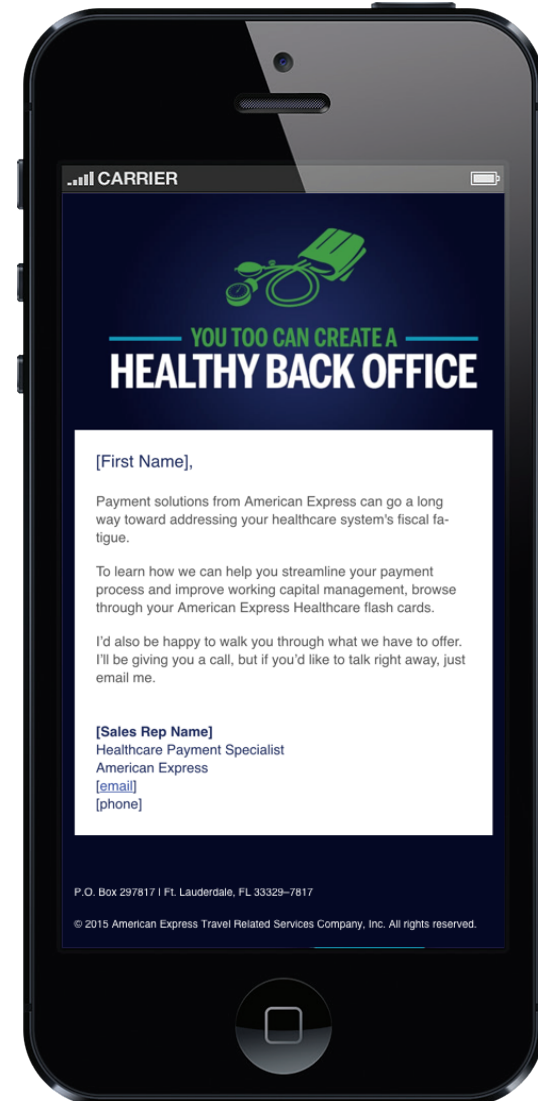
Reply to: [Healthcare Payment Specialist's email]

Subject line:

1. You too can create a healthy back office. (Approved language)
2. Here's to a healthy back office. (Preferred alternate)



DESKTOP



MOBILE

PRODUCTION SPECS

1) FLASH CARDS (INCLUDING "LETTER")

FLAT	3.5 x 6
STOCK	120# Dull COVER
PRINTS	CMYK TWO sides (4/4 PLUS FLOOD SATIN AQ)
BINDERY	Diecut, round corner (NOT round corner machine please)

2) SLEEVE WITH FLAP

FLAT	5-5/16 x 14-1/2 flat
STOCK	120# Dull COVER
PRINTS	CMYK (2 sides) (PLUS FLOOD SATIN AQ ONE SIDE)
BINDERY	DIECUT/SCORE, assemble

3) STICKERS (ROUND)

FLAT	3.0" round diameter
STOCK	60# Dull Crack and Peel stock
PRINTS	CMYK - Bleeds
BINDERY	KISS CUT ON SHEETS

4) MAILING LABEL

SIZE	4.0" x 2.4"
STOCK	60# Dull Crack and Peel stock
PRINTS	CMYK ONE sides (BLEEDS)
PROOFS	Provide proofs for approval
BINDERY	TRIM TO SIZE

5) ENVELOPE MAILER

SIZE	6.5" x 10.5"
STOCK	Glamour bubble envelopes
COLOR	Metallic Blue (Matte Metallic if available)

BABCOCKJENKINS