

Company Profile: Nursing Homes &
Long-Term Care Facilities

Industry: Healthcare

Locations: 800+

Genesis



Genesis Healthcare Case Study

Overview

Genesis was struggling to maintain consistent pricing and consolidate billing amongst their postage vendors. They have been our client since 2014. Genesis has a large postage meter portfolio of 300+ meters. Some of the key challenges included managing daily location needs and questions, as well as equipment moves and redeployments.

Approach

When Postal Advocate started working with Genesis the process was very fragmented from different acquisitions. Locations were being invoiced directly for equipment and postage making payments difficult. This led to fees and lost postage. We were able to consolidate all of the invoices into single bills with cost centers applied for proper chargeback. Next, they had huge variations in pricing with very little standardization in their equipment options. This led to large amounts of overspending. Postal Advocate ran an RFP for mailing equipment, developed fixed pricing, pushed for rental packages for increased flexibility and renewed the majority of their fleet. We continue to hold the vendors accountable to clean up the billing and to make sure the renewal processes are controlled and managed. Finally, we manage any office closures and divestitures making sure that equipment is either returned or redeployed to where it can be better utilized.

“Postal Advocate’s market knowledge and execution is phenomenal.

I would highly recommend Postal Advocate.”

- Brad Smith (Procurement Manager)



Results that Speak Volumes



Identified **\$69,000** in billing errors and helped obtain refunds.



Our account management process saved Genesis approximately **\$13,000** in fees.



Reduced their equipment costs by **60%**.

In the end, with Postal Advocate helped Genesis get the best rates for their postage meter fleet. We worked with the vendors to consolidate their billing and negotiated contractual pricing, which led to significant savings.

Conclusion

Since we started the program, we have helped drive over \$1.3 million in savings with an **85%** gross savings through over 550 renewals, fee savings, and vendor credits. The changes Postal Advocate made allowed for effective account management. Additional benefits included cost savings, time savings, and streamlined operations.