

*Case Study*

# Mexico-Based Group Health Organization Creates Professional Membership Cards



Boomers-in-Paradise, a group health insurance organization serving American and Canadian seniors living in Mexico, approached AlphaCard in search of an in-house ID card system to print badges for its ever-expanding membership base. Marketed as the “Boomer Membership Card,” the organization’s membership cards provide discounted prices on a variety of medical services to its members in Mexico hospitals and clinics. Read on to learn how Boomers-in-Paradise saved money and time by printing membership cards in-house.

## The Challenge

Established in 2012, Boomers-in-Paradise is focused on giving members affordable access to North American health insurance benefits in Mexico. The organization currently manages a growing membership base of American and Canadian expatriates up through the age of 74. To ramp up its marketing efforts, Boomers-in-Paradise felt it was imperative to create professional-quality IDs for its member base to use as proof of identification when obtaining medical services. “We wanted to up our image with cards that served as both proof of membership and identification,” explained Ava Wilson, founder of the organization.

Before contacting AlphaCard, Boomers-in-Paradise outsourced its card printing needs to a third-party since it did not have an in-house badge printing system. It was inconvenient and inefficient to create new cards, especially since the organization was attracting more members than it expected. Boomers-in-Paradise quickly learned that the major drawback of outsourcing ID cards to a third-party was their multiple week turnaround time. Additionally, the cost per card is much higher compared to printing in-house.

## The Solution

Boomers-in-Paradise was searching for an ID card company that not only specialized in ID membership cards but also responded in a timely manner to its needs. At the onset,

### CUSTOMER



[Boomers-in-Paradise.org](http://Boomers-in-Paradise.org)

### INDUSTRY

- Health Insurance

### CARD TYPE

- Membership Cards

### SPECIAL REQUIREMENTS

- Obtain In-House ID Card System
- Have Full Control Over Card Design
- Print On-Demand Membership Cards

they were concerned that it would be difficult to find a provider capable of delivering high-quality customer service to customers outside the United States. AlphaCard immediately responded to Ava's request for information on membership ID cards, alleviating the concern she had about finding a knowledgeable and trustworthy ID card company. "I was terrified at first to design and print membership cards, but now I have to laugh — it was just so easy with the help from your technical support and sales team."

AlphaCard recommended the Magicard Pronto hand-fed ID card printer to give Boomers-in-Paradise full control over the printing process. The ID printing system also included AlphaCard's proprietary ID Suite software, a reliable and easy-to-use platform for designing, managing, and printing ID cards. "The cards have the professional look that I needed. It's really everything I could want in a card program," said Ava.

The plug-and-play ID printing system is also compact in size. "It barely takes up any space," said Ava, who works out of her home office in Lake Chapala, Mexico. "It also takes me less time to print a card than it does to plug in the machine," she added. The Magicard Pronto prints full-color ID cards in 25 seconds. "It's very quiet and has a small footprint. The printer just sits on my desk and would be great for any small business owner. I love that I can print a card if I need to at two in the afternoon."

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Boomers-in-Paradise took advantage of the free HoloKote key security feature included with the Magicard Pronto printer. This technology applies a hologram-like watermark on top of the ID card without requiring a lamination module or additional supplies. The Magicard Pronto comes with four built-in Standard HoloKote designs at no additional cost. The HoloKote watermark adds additional security to the new Boomers-in-Paradise membership ID cards, helping to prevent any tampering attempts and unauthorized duplication.

AlphaCard ID Suite software features an intuitive interface and ID card design wizard to simplify the experience. The software is also equipped with a database, which has allowed Boomers-in-Paradise to add and manage member information as needed without worrying it will be lost. "AlphaCard ID Suite has given me the ability to see what the card looks like before I actually print it out. It's been very user-friendly," Ava said.



The front side of the new cards displays the member's full name as well as a colored image of the company's logo. Also emblazoned onto the card is the member's insurance name and number. Ava launched the system almost immediately upon receiving quick assistance from AlphaCard's technical support team. "I think I just had one question

**MAGICARD PRONTO**  
WITH ALPHACARD ID SUITE BASIC  
SOFTWARE & HOLOKOTE KEY SECURITY

that you guys answered by remotely logging into my desktop. I couldn't believe it was that easy." Every AlphaCard system comes with a free hour of technical support training, which Ava used to become better acquainted with ID Suite. "You quickly came in and helped with installation," she recalls.

## The Results

Boomers-in-Paradise has been extremely pleased with the ID card system's cost, performance, and speed compared to using a printing service. The system has made membership verification extremely easy at participating hospitals, clinics, and labs.

By printing cards in-house, Ava has had full control over her cards and their design. Another benefit of in-house printing is it's far more secure, since sensitive card data is never released to a third-party company. Moving forward, Boomers-in-Paradise will be able to issue new membership cards on demand to prevent any delays when a new member joins.

Ava expressed her appreciation for the new ID card system: "The cards look very professional and are easy to make. I even have one of the local pharmacists I work with asking me to print cards for him. For the value it's worked well for us." The business has steadily grown since starting in Mexico, and now attracts a significant number of new members every month. "With our growth, it was clear we needed our own membership card system, and I'm glad I went with AlphaCard. You were always there for us."

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## Why AlphaCard

AlphaCard has been a trusted provider of secure ID solutions since 1998 with over 30,000 satisfied customers. Our experts have an average of 5+ years of ID printer experience, and are dedicated to helping you choose & implement the best ID system.

### THE ALPHACARD DIFFERENCE:

- Guaranteed best prices & widest selection
- 100% satisfaction guaranteed, backed by the industry's best return policy
- Same day shipping available on orders placed by 4:00 PM PST
- A+ Better Business Bureau (BBB) Rating
- FREE Super Saver Shipping on all orders over \$99 to the lower 48 states

Learn more about how to setup a membership ID card program for your organization:

**Call (877) 232-6799**

or visit

**AlphaCard.com**

