

Reply Mail

CRM stands for Courtesy Reply Mail which is simply supplying an envelope for someone to use when returning something to you. The envelopes provided in our patient statements are CRMs. The recipient supplies the postage to mail their check to HSC, but the CRM contains a barcode that expedites the mail.

BRM: BRM is Business Reply Mail. The business (HSC) pays the postage on BRMs. The customer is charged a weighted fee for each mail piece that is returned. Requires a permit at the Post Office where the mail is returned. In other words, we can't use an Odessa address with BRM Permit 28 in Lubbock.

Meter Reply Mail (MRM): Requires a special format for printing and each envelope is metered without a date. MRM differs from BRM because all the pieces in the mail-out receive postage.

Stamps: If the department chooses, each CRM may have a stamp applied. Different from MRM because no special format is required, but all pieces still receive full first class postage.

Typically, if a department expects to receive **less than 30%** of the envelopes returned, it is cheaper to use BRM than MRM or stamps. Obviously, CRM is the least expensive.