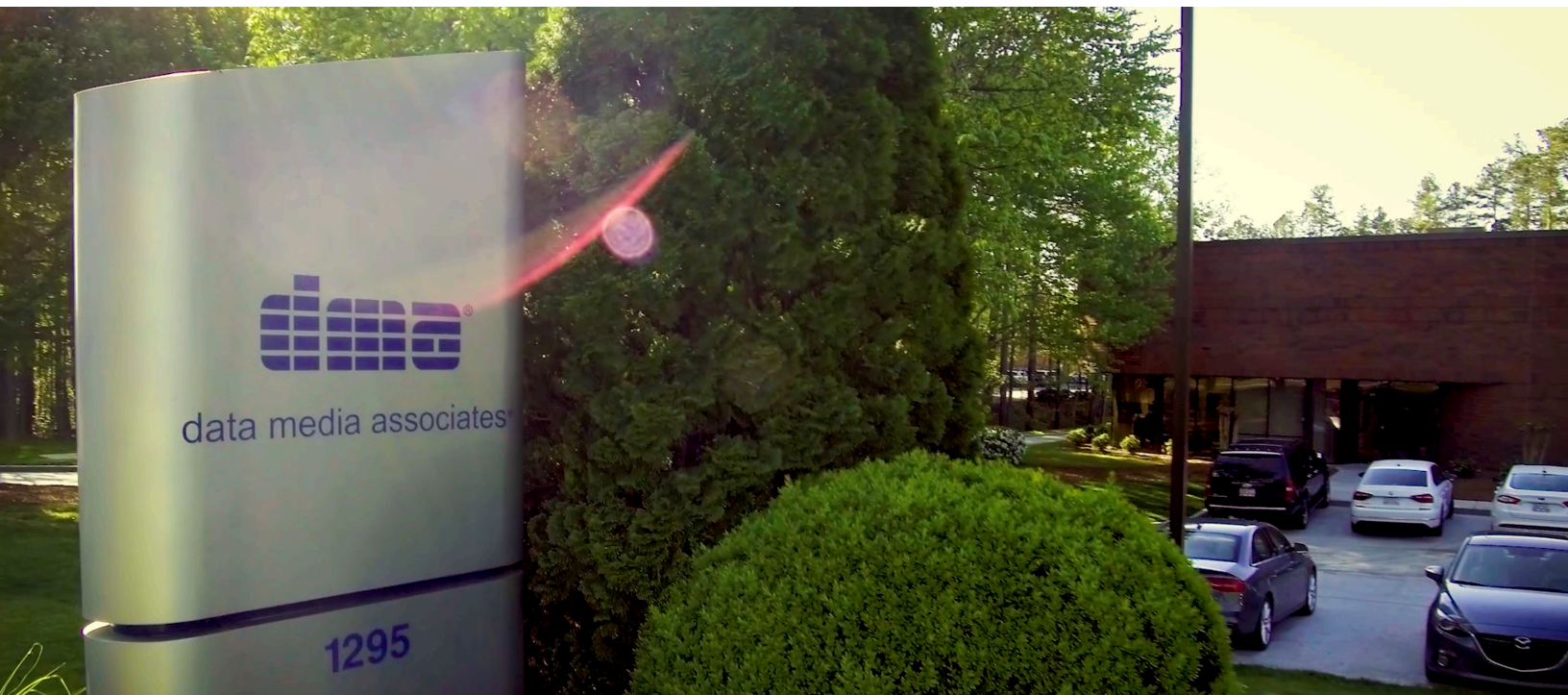


How Data Media Associates Streamlined its Inserting Operations



DATA MEDIA ASSOCIATES, LLC®

How Data Media Associates and Bell and Howell joined forces to implement next-generation inserting solutions that enable Data Media to accommodate growing customer needs without compromising mailpiece integrity.



THE CHALLENGE

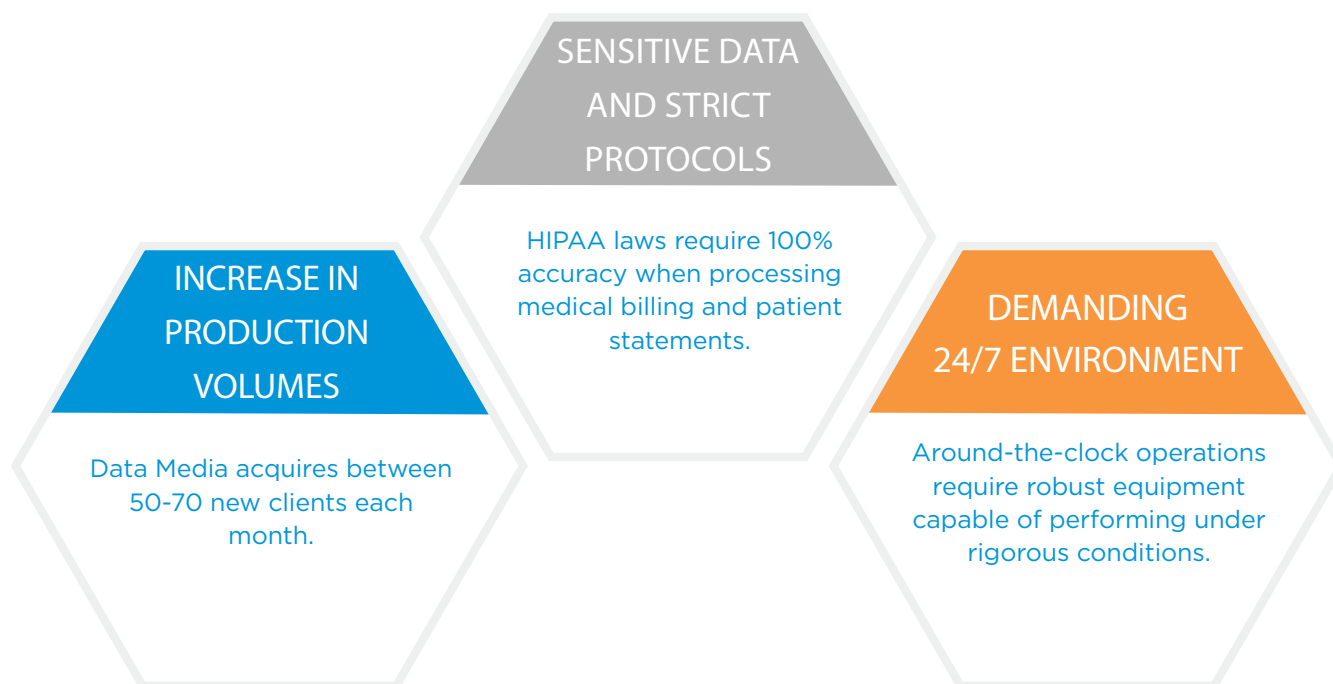
NEED FOR SPEED, WITH INTEGRITY

Because of the non-stop nature of their business, Data Media understands it is critical to deploy systems that operate flawlessly in a demanding, around-the-clock environment.

Founded in 1975, Data Media Associates is the nation's largest company focused exclusively on medical billing. The company's customer-first culture has led to high client retention and a steady growth rate over the years, with hundreds of new clients signing up each year. This constant growth drove Data Media to explore new solutions capable of handling the increased speed and capacity needed to deliver the level of service Data Media has consistently delivered to its customers for the last 40+ years.

Data Media now handles the creation and delivery of patient statements for more than 5,000 healthcare providers, with a total production of more than 128 million documents in 2017 alone. To accommodate their continued growth, Data Media recognized the need to take a fresh look at newer technology that was capable of not only meeting their current demand, but that was also capable of handling their anticipated growth in the coming months and years.

To meet demand, Data Media operates 24 hours a day, five days a week. Because of the non-stop nature of their business, Data Media understands it is critical to deploy systems that operate flawlessly in a demanding, around-the-clock environment. With medical billing, it's also imperative that statements flow through the equipment perfectly. Mistakenly mailing two different patient documents in one envelope would not only have consequences for their customers but would also put Data Media in violation of HIPAA laws.



THE SOLUTION

NEW TECHNOLOGY FROM A TRUSTED PARTNER

Data Media Associates recognized they needed to upgrade their mail inserting equipment to the next-generation solution in order to keep up with customer growth and expectations. Due to the sensitive nature of medical billing, Data Media's primary consideration was a solution capable of achieving high speeds with 100% accuracy, 24 hours a day.

As a trusted business partner for more than 20 years, Data Media turned to Bell and Howell for a solution. Bell and Howell's Forerunner systems had been the workhorse powering Data Media's inserting operations since 1998. To achieve the performance, accuracy and throughput they were looking for, Data Media Associates selected four Bell and Howell Producer 400TM high-speed inserters.

Designed to excel in demanding 24/7 environments, the Producer 400TM can process up to 20,000 pieces per hour while ensuring 100% accuracy with low operating costs. Like all Bell and Howell solutions, the Producer 400TM inserters were also backed by Bell and Howell's unrivaled service and support infrastructure, which Cleve Shultz, president of Data Media Associates, believes is just as significant as the technology itself.

"Bell and Howell understands that it's not an option for Data Media to be down at any given time," said Shultz. "For years, Bell and Howell has stepped up to the plate and provided us with a level of service that we provide to our clients. We're very confident in Bell and Howell and the Producer's ability to perform and meet the expectations that we have."



HIGH PERFORMANCE
High-speed processing
increases production
capacity



VERIFIED ACCURACY
Unrivaled track-and-trace
technology ensures 100%
accuracy and integrity



UNPARALLELED SERVICE
24/7/365 service and support
maximizes equipment uptime
and efficiency

THE RESULTS

UNPRECEDENTED EFFICIENCY AND CAPACITY

The addition of the Producer 400TM inserters has had a significant impact on Data Media's inserting operations. After deploying the four new high-speed inserters, Data Media is now able to process more than 600,000 documents per day. The Producer 400TM inserters have also increased Data Media's capacity by 50%.

According to Shultz, one of the biggest benefits of implementing the new Producer 400TM inserters is not only the benefit it has for Data Media's clients, but the positive impact the inserters have on their employees' daily lives.

"As a company, we want to create an environment where employees are excited to come in and do

the best work they can," said Shultz. "One way for us to accomplish that goal is to provide our employees with the best equipment to help them be successful. That's what sets us apart from other companies doing similar work."

"We have been very pleased with all of the Bell and Howell equipment we have used, as you can see by going through our shop. Our partnership with Bell and Howell has absolutely enhanced our operations."

Bob Murphy, founder of Data Media Associates

For more information, visit: bellhowell.net

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