DMS Helps Honor Flight Chicago Celebrate Our WWII and Korean War Veterans

In 2008, Diamond Marketing Solutions and our staff began to support Honor Flight Chicago (HFC) through volunteer activities that honor our World War II and Korean War veterans. Since that time, DMS and our employees have continued to work with HFC in numerous ways. In September, we caught up with CEO Mary Pettinato to talk about her organization and what it is doing to say “thank you” to our American war heroes.

Can you tell us about Honor Flight Chicago?
Honor Flight Chicago is a 501(c)(3) nonprofit organization that was founded to recognize America’s senior war veterans. American veterans are one of our greatest treasures — the men and women who answered our nation’s call, especially at times of our greatest need. At Honor Flight Chicago, our mission is to thank and pay tribute to these American heroes by bringing them to Washington, D.C., for a day of honor and remembrance at no cost to them. HFC is currently honoring WWII and Korean War veterans and accepting applications to honor Vietnam veterans for future flights.

Over the years, HFC has flown 75 flights with over 7,000 of these war heroes from the Chicagoland area. These brave men and women represent all services. Until recently, HFC flew only World War II veterans. However, in 2016, we began honoring our Korean War veterans as well. There are an estimated 53,000 World War II and Korean War veterans living in the Chicagoland area — and we want to reach and honor each and every one.

Are you the only organization like this in the country?
No, we are part of a national network that supports local Honor Flights to recognize and honor veterans. However, Honor Flight Chicago has flown more flights with more veterans than any other organization of its kind. And we are the only Honor Flight organization that is still flying WWII veterans.

What was your inspiration for Honor Flight Chicago?
Honor Flight Chicago was started by three other women and me after we had taken our fathers, all World War II veterans, to see the newly constructed World War II Memorial in Washington, D.C. The trip was so life-changing for our fathers and ourselves that we started Honor Flight Chicago to help other veterans and their families have this same experience. Two months after we launched HFC, we had a two-and-a-half-year waiting list of veterans!

It has been an incredible nine-year journey. When we started, we traveled with 65 WWII veterans and 40 guardians per Honor Flight. Now, each trip carries 100 to 110 veterans whose average age is 91 for the World War II vets and 85 for the Korean War vets, along with at least 110 guardians, 10 medical staff, and 4 professional photographers and videographers – all dedicated volunteers.

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It has been almost a year since our last Frontrunner newsletter, and we have a lot to report. Diamond Marketing Solutions (DMS) and Diamond Healthcare Communications (DHC) now have over 1,400 clients using our products and services. We continue to invest in our company to support existing and emerging solutions to help you communicate and engage with your new clients, members, and patients. In fact, this year will represent a record for the amount of new investment dollars we have devoted to providing these solutions.

We are pleased to have concluded the acquisition and transition of the RelayHealth patient billing business into DHC, and as of August 1st, we have finalized our purchase of Palmetto Cooperative Services out of Columbia, South Carolina. With this acquisition, we get a terrific support team and over 150 new credit union clients that are transitioning to DMS.

To better meet your needs, we have also extended our mail commingle operation through a significant investment in our Carol Stream, Illinois, operation. Our expectation is to be fully operational on December 1st. This expansion will ensure that our clients have quick, accurate, and cost-effective entry into the USPS mail stream.

Within this edition of Frontrunner, we highlight Honor Flight Chicago, a nonprofit organization we are proud to be involved in and supporting. Our goal is not only to be a successful and profitable company for our shareholders and employees, but also to make contributions to other social causes that can better people’s lives outside of the company.

As a closely held private company, we don’t publish financial results or disclose our shareholders’ interests. Considering my comments above, I felt it would be a good time to break policy and make mention of one of our shareholders and its contribution to society. Diamond Marketing Solutions and Diamond Healthcare Communications are majority-owned by Moose International, a longstanding charitable organization headquartered in Batavia, Illinois. Moose International, Mooseheart, and Moose Charities were founded in 1888, and they provide education and housing support for children and teens in need from all over the world.

Moose Charities is also affiliated with the Special Olympics, the Salvation Army, Big Brothers Big Sisters, and St. Jude. There are over 1 million Moose members and the total charitable contribution of the organization is between $75 and $100 million annually.

As a company, we are proud to be affiliated with Moose International and equally pleased to have this fine organization as our business partner.

On behalf of all DMS and DHC employees, I wish you a wonderful holiday season.

Mark Peterson
CEO, Diamond Marketing Solutions
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I was completely astonished by his generosity — and by the power of direct mail. "This one gift alone allowed us to fly over 400 veterans, and in the end, he and his wife supported 13 flights!"

Mary Pettinato, Honor Flight Chicago
How has the relationship with DMS worked for you since that first donor solicitation?
Many of DMS’s employees continue to volunteer their time and expertise to honor and thank our veterans. DMS has also just sent another donor solicitation for us, which we hope will be as successful as the first and allow us to fly many more veterans in the years ahead. It is so much more than a business relationship — it is a relationship built on mutual admiration and respect.

What is next for Honor Flight Chicago in the year ahead?
We have just completed our 75th flight, in the year that also marks the 75th anniversary of the bombing of Pearl Harbor. We now have almost 2,000 Korean War heroes on our waiting list, and pending continued support, we look forward to flying as many senior war veterans as we can between April and October of 2017.

Veteran applications can be found on our website, www.HonorFlightChicago.org. Click the VETERANS button, select HOW TO APPLY, and then download the correct application.

How can people donate to Honor Flight Chicago?
No donation is too small — and 96 cents of every dollar goes directly to honoring our veterans.

Donations are gratefully accepted through the mail or online:
938 W. Montana Street, Chicago, IL 60614-2409
773-227-8387
www.HonorFlightChicago.org

To donate online, just click the DONATION button in the upper-right corner.
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 Patients Matter at DHC
By Paula Kudlinski, Vice President of Business Solutions, Diamond Healthcare Communications

At Diamond Healthcare Communications (DHC), we provide patient-focused custom statement solutions that boost provider productivity, reduce costs, and improve A/R. Using our “Diamond Successful” statements, our providers also improve their patients’ satisfaction by more effectively communicating their financial obligation and payment options.

Diamond Successful statements are designed using a combination of art and science, creating a personalized communication regardless of the format or channel. Our technology allows highly sophisticated programming that creates variable, full-color printed (or companion digital) statements that can have embedded messaging and graphics. By using our Visual Attention Analysis system, we also create targeted messaging and easy-to-understand statements that are designed to get providers paid.

DHC is a leader in the patient communication industry, presenting provider-preferred statements that follow the HFMA guidelines. We focus on delivering information that not only is meaningful to patients, but will also motivate them to act. To do this, we focus on these critical questions that patients ask:

- Did I have these services at this provider?
- Are these my charges?
- How much am I responsible for?
- How do I make my payment?

Answering these questions ensures that patients have confidence in the information provided and in paying their obligations. This ultimately leads to patients having improved post-visit experiences with their provider.

We invite you to visit our new website, diamondhcc.com, where you’ll find information about our award-winning patient communications, e-notification delivery, mail tracking, our DiamondViewSM web portal, and more.

And while you are there, be sure to view our video explaining how we create and deliver these effective communications to healthcare and revenue cycle management providers.

We hope that you will be delighted with Diamond Healthcare Communications and how we keep our promise to make patients matter.

To learn more about Diamond Healthcare Communications, visit diamondhcc.com or contact your account representative.
DMS Expands Its Credit Union Presence with the Acquisition of Palmetto Cooperative

As part of our ongoing strategy of growth and expansion in data-driven communications in our key markets, DMS acquired the statement processing services of Palmetto Cooperative, a credit union service organization (CUSO) specializing in payment services, member communications, and business process outsourcing.

Located in Columbia, South Carolina, Palmetto Cooperative has provided more than 150 credit unions with accurate print and digital communications, as well as business process and operational support, for more than 50 years. With the addition of the Palmetto Cooperative customer base, DMS will now serve over 500 credit unions through statements, invoices, legal notices, credit notifications, IRS forms, and other critical documents. From paper materials sent via First-Class Mail to e-notification and e-delivery, DMS creates and processes sensitive member documents using advanced technology, specialized expertise, and a strong commitment to security.

Palmetto Cooperative’s addition to the DMS family expands our footprint even further, bringing our secure communications services to 10% of the credit union marketplace. This acquisition reinforces the DMS focus in the financial and healthcare verticals and increases our already significant market-place acceptance. We will continue to support these clients across all of our six facilities in four states thanks to over 400,000 square feet of production capacity and 500+ employees.

DMS is solidly positioned in financial services – with our focus on credit unions. Providing our extensive expertise and services to the Palmetto Cooperative family adds new capabilities and talent to help take their customers to the next level.

Mark Peterson, CEO of DMS

DMS and Palmetto are working closely together to ensure a seamless transition. To help provide continuity of service, client services employees who are currently dedicated to Palmetto’s print services will continue to support their credit union clients through the transition and beyond.

CEO Mark Peterson individually welcomed each of our Palmetto clients into the DMS family and gave them a firsthand “look” at their new partner in a video. Since it includes some nice footage of our locations and employees, as well as updated information about services, we welcome you to view it at http://bit.ly/2aAicwP.
New Technology Pays Dividends

By Jim Renella, Senior Vice President of Quality Operations, Diamond Marketing Solutions

At Diamond Marketing Solutions, we believe that investing in ourselves pays dividends for our customers. Over the past six years, DMS has frequently invested in new technologies that maximize the use of automation to drive greater operational efficiency. Improved focus on both software and hardware advances has allowed us to consistently meet your SLAs while constantly improving and fine-tuning quality assurance and transparency.

How automation affects you

In addition to our 500+ employees, we have enhanced our automation with the application of intelligent processes that ensure data integrity and provide flexibility for distributed production across our multiple locations.

Combining automation, equipment, and technology, including our recent acquisition of state-of-the-art digital inkjet presses, gives us the ability to manage your workflow throughout our footprint. This shared processing environment means a more efficient production environment for you.

Redundancy makes efficiency

Today, our secure documents are managed and produced in three widely separated production facilities located in Carol Stream, Illinois; Council Bluffs, Iowa; and Renton, Washington. They are all networked through identical technology and operating platforms, as well as physical output equipment.

This redundancy is also one of the most significant components of our Business Continuation / Disaster Recovery Policy and Procedures. By implementing this combination of technology and infrastructure across all facilities, DMS can deliver more flexibility and increased reliability with even greater confidence.
Diamond Healthcare Communications (DHC) and Diamond Marketing Solutions (DMS) are proud to have received two Marketing, PR & Communications Awards in 2016 from Corporate Vision, a global publication based in the UK. DHC was recognized for Most Innovative Data-Driven Healthcare Communication Service – USA and DMS was honored for Best End-to-End Digital Marketing Agency – USA.

According to CV Magazine, “The 2016 Marketing, PR & Communications Awards are based 100% on merit” and are “designed to shine a light on those who maintain relationships, convey fresh ideas, and encourage businesses to bloom.”

Diamond Healthcare Communications was also selected as one of the Top 10 Healthcare Communication Solution Providers by Healthcare Tech Outlook. DHC is recognized for creating and delivering exceptional and innovative patient obligation communications for the healthcare revenue cycle.

Meanwhile, Diamond Marketing Solutions was recently recognized by Graphic Design USA for our creative concept and design expertise. Out of 10,000 entries, DMS was chosen for four 2016 American Graphic Design Gold Awards in the following categories: Responsive Web Design for Variable Insurance Product Enrollment Site, Nonprofit Annual Fundraising Direct Mail Package, Nonprofit 2015 Holiday Drive, and Financial Services Facebook Social Media Campaign.

FROM YOUR ACCOUNT EXECUTIVE

I hope that you enjoy this issue of Frontrunner, which honors our veterans and shares communications ideas and tips that you can incorporate into your future efforts.

Mike Nevolo
630-597-9100
mnevolo@dmsolutions.com
Use Move Update or Risk Receiving Penalties

By Silvana Novicic, Manager of Postal Affairs & Commingling, Diamond Marketing Solutions

With the USPS ready to impose penalties, getting your mail delivered to an accurate address is an issue on everyone’s mind these days. Full-Service Assessment fees will begin in November 2016 for mailings performed in October. The USPS wants to reduce Unde-liverable-as-Addressed (UAA) mail to improve efficiency and decrease waste in delivering mail, and mailers want to make sure that their transactional and promotional mail is getting to the designated recipient. One way that both the USPS and mailers can reduce UAA mail and improve overall mail piece delivery is through the Move Update.

What is Move Update?
Move Update reduces the quantity of mail pieces that require forwarding or return by periodically matching a mailer’s address records to the change-of-address orders received and maintained by the USPS.

Not only is Move Update helpful in saving you money, but it is required. The USPS mandates that Move Update be performed within 95 days of your mail date if you are claiming presorted or automated First-Class and Standard-Class rates. The requirement is met when the address used for any class of mail is updated with an approved USPS method.

The USPS supports three approved methods for Move Update: National Change-of-Address Linkage System (NCOALink), Address Change Service (ACS), and select Ancillary Service Endorsements. Under special circumstances and only when preapproved, the USPS will sometimes offer alternate methods for First-Class mailers that are restricted from updating addresses.

The USPS collects data throughout each month and generates a Mailer Scorecard for all Full-Service Mail Service Providers. The Mailer Scorecard measures a number of factors, including mail category, postage paid, and pieces mailed by mail class. It also captures and reports on compliance errors involving Move Update. Calculated and compared against the established USPS thresholds, these errors are subject to assessment fees.

Although the USPS will bill assessment fees directly to the Mail Service Provider, some of them, such as those related to Move Update, may be the responsibility of the list owner and therefore billable back to the customer.

In addition to performing Move Update on your list prior to mailing, you may also want to consider using Full-Service ACS. DMS includes a Service Type ID (STID) within the Intelligent Mail Barcode that dictates to the USPS which ACS service you would like to use. Your DMS account representative would then work with you to take the appropriate steps for your mail tracking and ACS data to be available to you through DiamondView®, our proprietary platform.

This will allow you access to undeliverable and forwarded addresses identified in the mail stream so you can update your database before your future mailings go out.

Together, we can avoid USPS Full-Service Assessment fees and improve the deliverability of your mail pieces. For more information, please contact your account representative.
What Does “Compliance” Mean to You?

By Ken Kubica, Manager of Estimating, Diamond Marketing Solutions

Every company has a responsibility to develop and comply with a multitude of regulations and requirements. However, “compliance” has a range of different meanings based on your industry and your role in the organization. Regardless of your interpretation, security officers, HR directors, and CFOs alike are recognizing that compliance is an important part of their business and risk-management strategy.

As companies end their calendar year, they are now focusing on their upcoming compliance requirements for January and the tax season, including the generation and distribution of various year-end reporting documents.

With the introduction of the Affordable Care Act, there are new information-reporting requirements that began with tax year 2015:

- **For employers:** A 1095-C statement is required to be provided to all employees as proof of health insurance coverage.
- **For insurance companies:** A 1095-B statement needs to be generated and provided for those covered under their plans.

Most of these forms are printed and mailed, but a portion of these documents are electronically produced and delivered to the recipient. While January tends to be “year-end reporting season” for most of you, there are other information-reporting requirements, such as 1042-S and 5498 statements, that are produced in March, April, and May, respectively.

Diamond Marketing Solutions has been producing information-reporting statements since tax year 2004. *For tax year 2015, DMS produced nearly 23 million information-reporting statements on behalf of our clients.*

Outsourcing the processing of information reporting enables your staff to spend more of its time focusing on the needs of your business. At DMS, we provide complete information-reporting services. *Simply transmit a data file to us and we will manage the data processing, production, and distribution of information-reporting statements from start to finish.*

*For more information on our reporting services, please contact your account representative or call 630-597-9100.*
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DMS by the NUMBERS

Over 23,000,000
annual compliance documents sent in 2016

300,000,000
statements, bills, daily notices, and compliance documents created, produced, and mailed annually

300,000,000
promotional and direct mail marketing pieces and packages mailed annually

40,000,000
e-statements deployed annually

By Ken Kubica, Manager of Estimating, Diamond Marketing Solutions
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We hope that you enjoy this issue of FRONTRUNNER, which honors our veterans and is full of communications solutions.

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