Evolution and Refinement of Our Brand

As you’ve probably noticed by now, we have a new brand identity.

Although we remain the same company, the dynamics and demands of an ever-changing industry have prompted us to examine and refine our brand.

This newsletter – now called Dialogue – is an extension of who we are and represents the next step in our messaging journey.

By featuring successes with clients, highlighting some of our new services, and providing updates on developments within the organization, we hope to open an ongoing dialogue with you – our treasured clients, partners, and friends.

We are excited about our name – Diamond Communication Solutions – as well as our image, which reflect our four main attributes: adaptable, entrepreneurial, dedicated, and insightful.

While our materials may look different, we are the same great company. We continue to offer leading strategic communication solutions for clients across many industries.

We still believe strongly in our founding principles and values, and we remain committed to providing valuable communication solutions to our clients.

“\ns in this ever-changing society, the most powerful and enduring brands are built from the heart. They are real and sustainable. Their foundations are stronger because they are built with the strength of the human spirit, not an ad campaign. The companies that are lasting are those that are authentic.\n”

– Howard Schultz
New Challenges Bring New Opportunities

This past year certainly reinforced an old adage for most of us. Within many industries, we are seeing a massive sea change toward customer engagement through multi-channel and omni-channel communications against a backdrop of increased concern over security and privacy. Regardless of whether you are involved in transactional or promotional communications, navigating these waters can offer tremendous opportunity if you stay focused on the needs of your customers.

In December 2017, Diamond joined forces with OSG and became part of a larger family. This transaction supports our mission to be your partner of choice for technology-driven, transactional, and customer communication solutions. Now with more than 600,000 square feet of production horsepower, more than 1,000 employees, and multiple digital and omni-channel communications partners, we have never been in a better position to meet your communication goals.

In one of our focused industries – healthcare – the landscape continues to shift. How these companies are succeeding in meeting their patient communication challenges is an interesting lesson for all of us, and it’s one that we are happy to share in our client profile story about Nebraska Medical.

Whether you are looking to improve your patient financial communications, provide omni-channel communications to your members and account holders, or acquire and retain customers with the best ROI, we have some new solutions to help you. I encourage you to check out the many service enhancements that have been highlighted in this edition of our newsletter.

Another change is that the newsletter bears a new name, Dialogue. But we maintain the same focus on learning what matters to you so we can best address your needs.

Let's continue the conversation,

Greg Waite
President, Diamond Communication Solutions

Diamond Expands Its Reach

Each new year presents the opportunity for growth and change, but 2018 looks particularly promising on both fronts. Since we announced the acquisition of Diamond by OSG Billing Services at the end of last year, we’ve already seen the new possibilities this presents. As President, Greg Waite told Dialogue: “This acquisition is a significant step forward for us. It enables our two companies to combine our technologies and expertise to provide added value to our customers and offer enhanced products to the marketplace.”

Though its roots are in transactional communication, OSG saw where customers were headed. Realizing an evolution was happening, it reimagined business to go beyond the bill and began building a data-driven, omni-channel customer engagement model inclusive of transactional and marketing solutions. OSG’s marketing arm now consists of a cutting-edge email marketing company, a creative agency, an online marketing company, and a lead generation company. These entities dovetail with OSG’s core mission: to consider the customer experience in a more integrated way, and to reach customers at the right time, with the right message, and through the right technology.

Joining forces allows Diamond to benefit from this transactional and marketing expertise. One great example is OSG's digital solution, which includes a mobile app, IVR, electronic bill presentment, and payment offerings. We will have the ability to make these available to our customers, patients, and members.

With the acquisition, we will be able to expand our reach beyond our traditional markets into communications, media, utilities/municipalities, government, property management and collections. Not only that, but we can also improve our credit union and healthcare offerings by borrowing best practices from OSG.

Being a stronger and more robust company will further strengthen our position as a leader in the financial and healthcare industries and increase our already significant marketplace footprint. We now offer nine production facilities strategically located across the country.

We’re excited to be on a new path that fosters growth for Diamond as an individual company, and as part of a thriving network.
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Nebraska Medicine Entrusts Critical Patient Communications to Diamond Healthcare Communications

By William Pingel, Vice President / General Manager

In 2006, Diamond began to support Nebraska Medicine by providing timely and professional patient statement communications. We recently caught up with revenue cycle manager Stacie Adcock, and applications lead Angelica Reinders, to talk about how Nebraska Medicine is supporting the Omaha community. The revenue cycle administration team is responsible for all associated systems and training, including Community Connect via Epic.

Can you tell us about Nebraska Medicine and your mission?
We are the most esteemed academic health system in the region, consisting of 809 licensed beds at our two hospitals, more than 1,000 physicians, and 40 specialty and primary care clinics in Omaha and the surrounding areas.

Nebraska Medicine and its research and education partner, the University of Nebraska Medical Center (UNMC), share the same mission: to lead the world in transforming lives to create a healthy future for all individuals and communities through premier educational programs, innovative research, and extraordinary patient care.

Our roots go back to 1869 and the founding of Omaha’s first hospital. In the decades since, we’ve built an international reputation for breakthroughs in cancer care, organ transplantation, and treatment of infectious diseases.

In 2016 and 2017, we earned the Bernard A. Birnbaum, MD, Quality Leadership Award from Vizient, Inc., which recognizes us among the top 10 quality academic health systems in the United States. And for four straight years, we’ve been on Becker’s Hospital Review’s list of “100 Great Hospitals in America.”

How would you describe Nebraska Medicine in just a few words?
Serious medicine. Extraordinary care.

What services does Diamond provide, and what strengths do you see in the relationship?
Diamond produces our billing statements from our Epic system, as well as letters, physician Community Connect statements, brochures, and other communications as requested. We love how responsive the team is and how they’re able to meet our deadlines, as something new is always coming up. We also feel it’s important to have a local partner so we can meet face-to-face. Diamond is able to provide the scanline on our documents and has controls in place to ensure that the right pages are mailed to the right patient, which is really important for HIPAA regulations.

What do you think are some unique advantages of working with Diamond?
The biggest advantage we see is their responsiveness. The Diamond team is able to meet the short timelines that our marketing department gives us for inserts. And they are always able to help us accommodate any change and overcome any challenge. Diamond has earned our trust as a partner, and we are comfortable enough with them to share confidential information that helps launch a project even prior to that information being released.

Where is Nebraska Medicine going in the year ahead?
We will continue to expand and partner with additional Community Connect sites as part of our Epic conversion. Community Connect meets the needs of community practices and the organizations they’re associated with. It’s a quick and affordable means to provide community clinicians and practices with the ambulatory suite of Epic products.

Note: These include Cadence for scheduling, Care Everywhere for interoperability, EpicCare Ambulatory for physician documentation and e-prescribing, MyChart for patient communication, Prelude for registration, and Resolute Professional Billing for claims and billing.

What do you see as the evolution of patient communications and payment-specific communications for you in the future?
With our One Chart patient application, we see more communication migrating online, including our patient statement communications.

If Diamond could solve one pain point for you, what would it be?
As is the case for many healthcare institutions, return mail continues to be expensive for us. We are happy to hear that Diamond has several solutions that can help us address this problem directly. Improving the deliverability of our patient communications can have a direct impact on our revenue capture, and we will be interested to learn about their ACS and address hygiene solutions.
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Now our healthcare customers can ensure that their statements are delivered to patients in the fastest possible manner using Diamond e-notification. On the same day that customers transmit their files, e-notification enables them to inform patients via email and/or SMS text that their statement is ready for viewing. Both email and SMS text notifications link directly to a provider’s patient portal, or a third-party payment portal. Once in the portal, patients can both view their statements and make a payment.

The solution also provides flexible options for storing images to display. Customers can choose to receive a cold feed of images to host in their own repository, or let Diamond store the images for them – allowing for easy, near real-time retrieval via a web service.

Even if delivery fails on e-notification, customers can still be sure that their messages will be received by their patients. If the e-notification is undeliverable, our configuration will convert the document to print and, in most cases, mail it by the next day.

**SMS Text Options**
When customers opt to communicate using SMS text messaging, they need to decide whether to use a shared or dedicated short code. Diamond’s e-notification solution supports both, but timing and costs differ between the two. Our team helps customers decide which solution is best for their needs.

**Email Options**
Diamond also offers the ability to send notifications via email. We monitor emails for bounces, undeliverables, opt-outs, and unsubscribes. The responses are gathered for a configurable period of time, and provided to customers in standard file format. Customers can see daily reports for what was electronically deployed and which documents, if any, were converted to print due to undeliverability.

To learn more about these services, please contact your account representative.
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We are constantly looking to improve our recycling programs and do our part in reducing our carbon footprint. Across our facilities, the materials we recycle include paper, skids, chipboard, corrugated cardboard, plastics, ink toner, and ink bottles.

At our facility in Council Bluffs, Iowa, we reduced landfill waste by over a million pounds in 2017 through standard recycling efforts! The Council Bluffs team took recycling to the next level through a partnership with First Star Recycling and the Hefty® EnergyBag™ Program. The program aims to divert hard-to-recycle plastics out of the waste stream. Instead of ending up in a landfill, many previously discarded items, such as candy wrappers, potato chip bags, and other soft plastics, are collected in bright orange Hefty® EnergyBags™ and converted to energy to make cement.

We have installed a collection kiosk in the break room and encouraged our employees to use the bags for the previously non-recyclable materials they generate both at work and at home. First Star Recycling then picks them up and recycles the product.

At our Carol Stream facility, recycling includes skids, eight major grades of paper, corrugated boxes, plastic (skid) wrap, plastic straps, ink toner, and ink bottles. It is typical to see two truckloads of paper products being recycled each week, and a truckload of skids gets recycled every three weeks.

We are proud to do our part to recycle and reduce our impact on the environment.

Diamond Recognized with Several Prestigious Awards

The winners of the 23rd Annual Communicator Awards were announced recently by the Academy of Interactive and Visual Arts. The Communicator Awards is one of the largest and most competitive awards programs honoring creative excellence for communications professionals. Despite over 6,000 entries from around the world, Diamond Communication Solutions received an impressive nine awards of Excellence and Distinction this year, including:

- **Best-in-Class Award of Excellence – User Experience**
  Diamond Communication Solutions
  *Insurance enrollment site*

- **Award of Distinction – Instruction/Branded Online Video**
  Diamond Healthcare Communications
  *“The Making of Patient-Friendly Statements”*

- **Award of Distinction – Branded Content in Online Video**
  Diamond Communication Solutions
  *“Welcoming Palmetto to the Diamond Family”*

“We are honored to share these awards with the best communicators worldwide. This recognition reinforces our commitment to provide our clients progressive and innovative ways to communicate with diverse audiences in the healthcare, insurance, and financial industries.”

– Greg Waite, President of Diamond Communication Solutions

Recycling for a Greener Tomorrow

By Bob Otis, National Sales

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A Partner You Can Trust on the Journey
Diamond provides strategic guidance when you need it, along with solutions, services, and tools to make every journey successful. We have a deep understanding of what it takes to build, nurture, and sustain relationships that move your business forward. You’ll see it in our passion for communication, connection, and results. Our time-tested approaches thoughtfully blend technology and people. Our proven design and communication principles promote flexibility and efficiency.

The Diamond Difference: Data, Design, Delivery
We analyze sophisticated data and apply it to your most important communications. Whether they are promotional or transactional in nature, we help you create clear messages that are delivered to the right person using the method that achieves the best results.

We can help you take this journey with confidence, secure in the knowledge that you and your messages are on the right path. It’s all about communicating clearly, building relationships, driving business, and achieving success.

Every message matters.