



Moving Information Forward

Quality Assurance for Personalized and Variable Data Cover Letters, Brochures, and Applications

Our Commitment: 100% Correct and 100% On time

Dasher takes quality control very seriously. We use each opportunity provided to assess our steps and make any changes deemed necessary. The size of our company allows us to be flexible in customizing our quality control steps to meet individual project expectations.

There is no room for error when using variable data and, in particular, using confidential and personalized variable data. Dasher's motto is: every piece must be perfect. Each month, Dasher benchmarks its performance compared to its commitment of 100% correct and 100% on time.

Protecting Information

Because of its work with protected health information (PHI) and other confidential information, Dasher has a HIPAA-compliant quality assurance system. Our system provides effective security measures to prevent the unauthorized use of, or access to, PHI and confidential information.

Dasher has extensive measures in place and considerable experience with the protection of paper and electronic records. This includes administrative, physical safeguards for paper records and technical safeguards for electronic data.

How to Use Personalized and Variable Data

Dasher has the experience to extensively personalize documents with a variety of data elements that our clients choose to incorporate. This includes the option to utilize pre-defined tag statements (variable paragraphs) that may pertain to specific product information, customer-specific offerings, meeting dates, times and locations.

A document may include tag statements about deadlines, personalized internet addresses (referred to as Purls), barcodes, and quick response (QR) codes. Each document printed can

incorporate different data elements than the previous document printed. Dasher can print personalized documents in Spanish as well as in English.

A sophisticated data program is developed for each personalized, variable data document. As with many processes, making a very complicated process seem very simple is the definition of skill.

Here's the simple explanation. Data in the form of numbers, letters, words and symbols is provided to Dasher. This data is linked to a data file created by Dasher professionals that is based on the desired content of the personalized document.

For example, when the data file contains an "x" in predetermined columns, the corresponding tag statements is pulled into the document. Tag statements can be provided in English and Spanish and can be inserted based on language preference.

When there is no indicator in the data file for a tag statement to be populated, the entire tag section, including the lead in lines can be omitted from the document.

Quality Assurance for Variable Data Use

Our quality control processes are interwoven with Dasher's production process. For each variable data project, a quality control form is created and it accompanies the job from start to finish. Each step in our process requires a signature from the Dasher professional completing the step.

| Enrollment #1 | | | |
|--|--------------------|----------------|-------------------------|
| HP EN LC - English | | | |
| Date <u>6/21/2011</u> | | Printer counts | |
| QC _____ | | End _____ | |
| | | Start _____ | |
| Qty 1 pg simplex A - | <u>222</u> | Record Numbers | <u>1</u> - <u>222</u> |
| 1 pg duplex B - | <u>17</u> | Record Numbers | <u>223</u> - <u>239</u> |
| 2 pg duplex C - | <u>2</u> | Record Numbers | <u>240</u> - <u>241</u> |
| | Qty | Quality | County |
| HealthPlan | _____ | _____ | _____ |
| Counts = verify all letters are printed | verify county code | | |
| Quality = All merge fields present | verify Healthplan | | |
| Quality = All letters clearly printed | | | |
| | Qty 1 pg | Qty 2 pg | Quality |
| Fold | _____ | _____ | _____ |
| Counts = verify all letters are folded | Quality | | |
| Quality = verify all letters are accounted for & not damaged | Version | | |
| | Qty 1 pg | Qty 2 pg | Quality |
| Inserted | _____ | _____ | _____ |
| Counts = verify count of letters 1 & 2 pages | Version | | |
| Quality = verify pre-packed packets are correct version | | | |
| Meter | _____ | _____ | _____ |

Figure 1 – Sample Quality Control Form

Along with the QC form that is generated when a data file is downloaded, a set of instructions is created that provides specific details for that project. The document with written instructions identifies the mail date, quantity of pieces, job name and job number. It also lists the type and quantity of the mail equipment required to complete the job, as well as materials samples and illustrations for the finished product.

To assure accuracy, Dasher creates a document sample in a .pdf file and saves it in a dated electronic folder. These sample versions are made available to clients' for completion of review and approval process. This can be easily arranged using a Microsoft Outlook e-mail template that is encrypted and password protected. (Dasher does not e-mail protected health information within its facility. Access is limited to a secure drive that has no external entry point.)

Upon receipt of approval, Dasher professionals pull base stock from inventory and verify that it is the correct stock for the job. Stock could be letterhead, post card slugs, brochure slugs, or 11 X 17 sheets. Only materials that are needed for completing the project are removed from inventory.

Next, Dasher prints one test document to the printer and verifies that it is printed correctly (data positioning, accuracy of coding, correct letterhead, correct date, etc). When it is determined that the test document printed correctly, Dasher does a sample fold, completes a tap test to ensure fit within a window envelope, write "sample" on the document, and clip it on a clipboard. The entire job is then printed. Quality checks are performed during and after printing.

Any personalized materials spoiled in the production processes are shredded. When processing is completed, all materials are placed back into inventory and the data file is removed from the print queue.

To ensure accuracy, Dasher develops a client specific coding system and prints the code discretely on each document. The code includes a record number, product identifier and, as needed, matching information that also appears on preprinted materials accompanying the personalized document.

Prior to releasing the job, the number of documents produced is matched to the number of records recorded on the QC sheet when the actual data file is established. If a discrepancy is discovered, the job is not released until the discrepancy has been resolved and all records have been located. Additionally, discrepancies identified trigger an internal debrief to determine how Dasher's process and/or QC checks should be modified.

Quality Assurance Step by Step Outline

Following is a list of quality assurance steps taken by the Dasher Team:

Data/Laser Department

1. Download file(s)
2. Assign file(s) name to proper letter template
3. NCOA and Encode Lists
4. Document counts

5. Prepare mail confirmation file
6. Load specific letterhead
7. Save 5 random sample records
8. Print first record
9. Verify mailing address layout and merged fields content
10. Verify file name and letter to master schedule and sample
11. Process job using standard Quality Control steps:
 - a. Verify correct materials
 - b. Verify correct data
 - c. Verify print quality throughout the run
12. Verify counts
13. Complete Work Order Form - Initial
 - a) Job Name
 - b) File Name
 - c) Quantity
 - d) Job Description (sample attached)
14. Report and verify mailing quantities
15. Upload mail confirmation file

Production Department

1. Verify the Work Order to the file name and the letter sample
2. Verify proper inserts to sample
3. Set up machine using standard Quality Control steps:
 - a) Verify correct materials
 - b) Verify proper insert order
 - c) Verify duplicate detection function
 - d) Confirm machine functioning properly
4. Process job
5. Verify counts
6. Pull samples
7. Complete Work Order Form – Initial

Warehouse Department

1. Verify and inspect material for damage
2. Verify proper material is staged and returned to Inventory
3. Verify counts when applicable