FUNDAMENTALS OF IMAGING

Business expansion and growth are essential to the long-term health of any business. Many times expansion into new areas of operation are driven by client needs. Digital record services is a great "value add" opportunity for services to existing and potential clients.
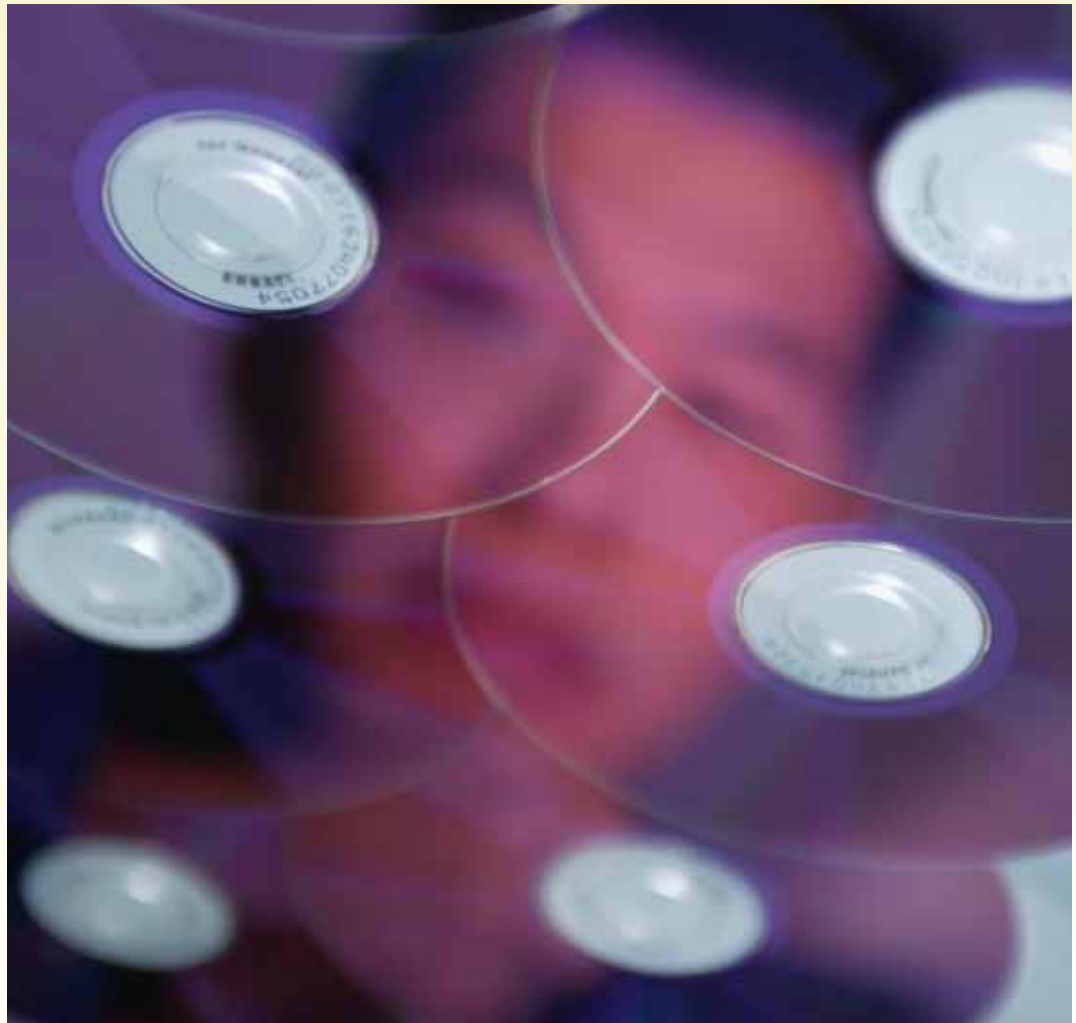
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Online at www.prismintl.org or Call 1-800-336-9793

IMAGING

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The purpose of this workshop is to educate information management companies in the fundamentals of providing imaging services to clients. Attendees will leave this workshop with hands-on experience in operating imaging equipment and will receive substantial education in the business of imaging services, including: job costing, imaging operations, staffing and human resources, sales and market development, and quality control.

This two-day workshop will be divided between general educational sessions and rotating learning centers for small-group interaction with imaging equipment and presenters. In addition to educational events, opportunities will be provided for informal networking among attendees and with presenters.

Here are 10 reasons you should consider attending this event:

◆ "Hands-on" format allows you to experience an imaging operation for yourself

◆ Small group sessions allow for more interaction between presenters and attendees

◆ All session presenters are industry operators with substantial experience in imaging operations

◆ Workbook materials are substantial and provide additional guidance when establishing your own imaging operation

All workshop presenters are industry operators with significant imaging experience. They represent the leadership of the newly formed PRISM International Task Group 15, which focuses on imaging issues. TG15 Board Liaison Gail Bisbee places special emphasis on the quality of the handout workbook that will be available to attendees.

"When I have conducted workshops in the past, attendees tell me that one of the most helpful resources that empower implementation is detailed handout materials. Our task group is very committed to creating very high quality handouts that will serve as a post-workshop resource to assist attendees in implementing what they learn during the educational sessions." Gail Bisbee, Confidential Records Management, New Bern, NC

John Becker, Co-Chair of Task Group 15, stresses that this workshop will have "hands on" components that will allow attendees to actually experience the imaging process.

"We will be providing a very high-value learning environment. In the operations area, we plan to use actual working equipment and software to illustrate concepts. This is fundamentally different than the types of educational opportunities that are conducted during the annual conference. We will be using rotating breakouts to focus on a number of critical areas such as operational components, selling and vertical markets, estimation and job costing, creating effective proposals, and quality control issues." John Becker, Fort Docs, Santa Rosa, CA

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SESSION PRESENTERS:

John Becker is President of Fort Docs, a document management company located in Santa Rosa, CA. Fort Docs offers both physical storage and imaging of documents for a variety of clients. John's background in sales and marketing, which included work with Clairol and Levi Strauss and Company, provided him with unique business perspectives in the information management industry. He received an MBA from Columbia University. His imaging operation processes hundreds of thousands of pages monthly for client's across California and the US as well as providing online repositories and workflow consulting.

Gail Bisbee is President/CEO of Confidential Records Management, Inc., headquartered in New Bern, North Carolina. She entered the information management industry from nearly 20 years experience in health care as a Registered Nurse, consultant and trainer. She is a recognized industry expert and frequent consultant on HIPAA and serving the health care market. Gail is the Secretary/Treasurer of PRISM International and is PRISM International Board liaison to TG15 Imaging. As a full service record management company, CRMI has provided imaging services for the past twelve years. Currently their imaging volume averages 2 million images a month.

Chris Kelley is COO for DataChambers Records Management a Division of Twin City Warehouse, Inc., headquartered in Winston-Salem, NC. He has over 25 years of experience in the Commercial Records Center industry at both the national level and local level. 19 of his 25 years have been spent in North Carolina working for DataChambers. DataChambers is a full service Commercial Records Center with facilities in Winston-Salem, Greensboro, High Point and Charlotte, servicing over 900 clients. They offer the widest range of Information Management Services available. DataChambers has been imaging since 2001.

Bob Maiers is the IT Manager of Chicago Records Management, and Co-Chair of PRISM International's TG15 Imaging. Bob manages the document imaging and online computer backup services for the company. He joined CRM in May of 2005 after 12 years experience in various IT roles centered on large scale Microsoft, UNIX, and enterprise-grade storage deployments. His background allowed CRM to build and manage their own SaaS and data storage infrastructure, currently supporting multiple terabytes of client information. His imaging department presently averages around 250,000 images per month with a peak output of around 500,000 images per month.

Continued from previous page.

◆ Clients are demanding imaging and other digital information services from their vendors

◆ Imaging services can significantly enhance cash flow and profitability

◆ Networking among attendees can significantly add value in many areas of operations

◆ Low member price provides enhanced educational value

◆ Convenient central location with easy airport access

◆ Extensive opportunities for question and answer throughout the event

Due to limited meeting space, conference attendance is restricted to 100 attendees

SCHEDULE OF EVENTS

MONDAY, OCTOBER 6, 2008

8:30 - 9:00 a.m.
Registration and Continental Breakfast

9:00 - 9:15 a.m.
Welcome, Introductions and Overview of Event

9:15 – 10:30 a.m
Opening General Session
Selling What the Customer Needs:
Document Retrieval
In imaging services, it is easy to think in terms to processing speed, indexing and prepping difficulties, or accurate estimation of costs, but all of these components, while necessary to an effective imaging operation, are meaningless to the client. What the client cares about is their ability to retrieve documents that have been scanned. This session will discuss:
- Focusing on client needs
- Areas of client concern
- Hot button issues for clients
- Obstacles to closing an imaging sale and how to overcome them
- An overview of what you need to get started and the investment

10:30 – 10:45 a.m.
Refreshment Break and Networking

10:45 a.m. – 12:00 p.m.
Production Overview
This session focuses on an overview of the imaging production process. Using a mix of theory and practical experience this session will cover the basic elements from the steps involved in the imaging workflow to an overview of information you need to implement imaging in your organization including:
- Determining project requirements
- Overview of job process development
- Pricing: Per Page, project, hourly, etc.
- Basic job descriptions for employees
- Imaging profitability – an overview
- Imaging terminology from tiff to ftp to COLD

12:00 – 1:00 p.m.
Group Luncheon and Networking

1:00 – 3:00 p.m.
Concurrent Learning Lab Sessions
One of the special features of this workshop is a series of four rotating small-group learning labs.

Each small group will rotate between four intensely focused learning labs: *Imaging 1* which focuses on imaging scanning equipment and software use; *Imaging 2* which focuses on job costing and workflow design; *Selling imaging* which focuses on key vertical markets for imaging services; and *Case studies* which will examine two key vertical markets (accounts payable and medical) in detail. Over the course of the two-day event each small group will participate in all four learning labs.

3:00 – 3:15 p.m.
Refreshment Break and Networking

3:15 – 5:15 p.m.
Concurrent Learning Lab Sessions

5:30 – 7:00 p.m.
Networking Reception

TUESDAY, OCTOBER 7, 2008

7:30 – 8:00 a.m.
Continental Breakfast and Networking

8:00 a.m. – 10:00 a.m.
Concurrent Learning Lab Sessions

10:00 – 10:15 a.m.
Refreshment Break and Networking

10:15 a.m. – 12:15 p.m.
Concurrent Learning Lab Sessions

12:15 – 1:30 p.m.
Group Luncheon and Networking

1:30 – 3:30 p.m.
Closing Panel Discussion
In this session all presenters will serve as a panel to address questions from attendees. The closing session will serve as an opportunity to explore areas of instruction that may need further refinement, and also to address other issues, which may not have been covered in other educational sessions.

3:30 p.m.
Feedback on the Conference Event
Attendees will be asked to evaluate the event in order to assist PRISM International's Task Group 15 in planning future workshop events.

LEARNING LABORATORIES

The centerpiece of the workshop event is a series of four concurrent learning laboratories that provide an intense focus on four critical areas of imaging operations. Each learning laboratory session is two-hours in length.

IMAGING 1 – IMAGING SCANNERS AND SCANNING SOFTWARE

In this learning laboratory you will learn:

- Overview of types of equipment

- Scanning speed and volume options

- Hands-On scanning and document preparation experience

- Overview of basic production techniques to drive efficiency

- Barcode sheets and how to use them

- Quality control in image capture

- Maintenance and durability

- Storage and image formatting

- Overview of necessary software functionality

- Proprietary vs. non-proprietary formats

- Client access or image transfer methods

- Essential components of staff training

- Methods for properly prepping documents

IMAGING 2 – JOB COSTING AND WORKFLOW DESIGN

In this learning laboratory you will learn:

- How to determine the scope of work

- How to sub-divide large jobs to improve estimate accuracy

- Techniques for assessing job characteristics

- How to determine which aspects of jobs cannot be automated

- How to make labor estimates

- How to determine accurate time frames for projects

- Production techniques to improve labor efficiency

- Review of all steps in the imaging process

- Documentation used to determine job characteristics and to manage the scope of work

SELLING IMAGING – KEY VERTICAL MARKETS

In this learning laboratory you will learn:

- Key verticals for imaging opportunities

- Understand the typical management structure for each vertical

- Questioning techniques

- Examples of specific questions by job title

- Sequence of events in the typical sales cycle

- Success metrics for client ROI evaluation

- ROI - Its role in the selling process

- How to focus on buyers and their goals

- Develop a focus on identifying client problems and satisfying needs

- How to help clients pinpoint their goals

CASE STUDIES – ACCOUNTS PAYABLE AND MEDICAL

In this learning laboratory you will learn:

- How to identify and quantify the prospect's pain

- Participate in mock sales calls to gain a full appreciation of selling to these two verticals

- Build sample flow charts of some of the business processes for these verticals

- Receive proposal templates for basic AP and medical records opportunities

- Gain confidence that you can sell imaging profitably compared to "just bringing in the boxes"

- How to determine the prospect's financial savings so you can price the job profitably

- Gain insight into the key players/titles at the prospect and their hot buttons

- Understand the ROI basics for these imaging applications

WORKSHOP REGISTRATION
OCT 6-7, 2008
The Hyatt Regency O'Hare, Chicago
(Please duplicate for each additional registration)

Name (Last)_____ Name (First) _____

Job Title _____ Nickname for Badge _____

Company _____ Address _____

City_____State/Province_____Zip/Postal Code _____

Country _____ Phone _____

Fax _____ E-mail Address _____

REGISTRATION FEES	EARLY (by August 29)	REGULAR FEE (After August 29)
PRISM Member Registrant	❏ $499.US	❏ $549.US
NON-Member Registrant	❏ $699.US	❏ $749.US
Each Additional Registrant	❏ $399.US	❏ $449.US

PAYMENT ENCLOSED

❏ MasterCard   ❏ Visa   ❏ American Express

*Security code (3 or 4 digits on back of MC & Visa
and on front of American Express)* _____

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Card Number   Exp Date

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Cardholders Name (please print)

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Signature

*Please note: This credit card will be used for both conference registration
and to guarantee requested housing arrangements.*

Please fax this form to +1 919-771-0457
or go to www.prismintl.org
and fill out the form online and submit

NOTE: If paying by check, please make check payable in US funds to PRISM International and mail to 1418 Aversboro Road, Suite 201, Garner, North Carolina 27529 USA. If paying by wire transfer, please call Wendy Gordon at PRISM International +1 (919) 771-0657 for account information.

ROOM PREFERENCES/RATES
DEADLINE IS AUGUST 29TH

❏	Single/Double	$199. US
❏	Triple	$249. US
❏	Quadruple	$274. US
❏	Regency Club	$30. *a day US* *in addition to your room rate*

Arrival Date_____

Departure Date_____

HOTEL DEPOSITS/PAYMENTS
A one night's deposit as reflected by your choice of accommodations as listed above, along with a 13% local tax is required with this form. American Express, VISA, MasterCard, are accepted.

Special Request (Honored on availability basis only)

_____

_____

_____

For Housing Information Contact:
CMIG - Robin Powers
804-206 Salem Woods Dr. Raleigh, NC 27615
Fax: +1 919-782-5131 Tel: +1 919-782-9417
E-mail: robin@cmig.com

Note: A limited number of hotel rooms are available by special arrangement with the Hyatt Regency O'Hare. Hotel rooms are provided on a first-come first-served basis. Conference attendees are welcome to make their own housing reservations.

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