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**Industry**

Healthcare  
Financial  
Technology  
Telecommunications

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**DISC Service**

Online Survey  
Direct Mail Survey  
Trendline Analysis

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**Geographies**

Regional  
Nationwide

*“We have worked with Disc for over seven years and have consistently received quality products. Our clients are always impressed with the technology and detail that goes into each survey.”*

Scott Radzak  
CareCall Project Manager



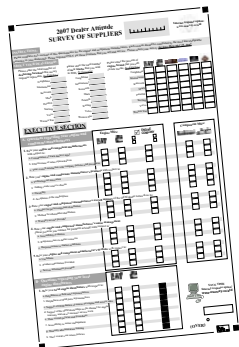
## **Essential support from a qualified survey research contractor ensures CareCall's calling campaign success.**

### **SITUATIONAL ANALYSIS**

CareCall, Inc. is a highly reputable call management outsource service (aka: call center) with industry partners in the fields of health care, financial services, technology and telecommunications. In January of 2000 CareCall secured new contracts with Aetna Insurance and Blue Cross Blue Shield Insurance involving newly signed insured individuals with both companies. CareCall was enlisted to conduct an ongoing survey calling campaign with the aim of assessing health risk among these new individuals. Additional duties included mailing introductory letters to all customers, as well as mailing written surveys to those unable to be reached by phone during the campaign.

### **NEED FOR PROFESSIONAL SUPPORT**

CareCall's expertise in call management dictated that a large share of their resources support call center operations, which focused on designing and implementing calling campaigns. As a result, CareCall's IT department was overburdened with the challenges of keeping their core business on time and on budget. There were few resources available for the mailing of introductory letters and written surveys, not to mention survey processing and handling of data. CareCall turned to DISC for support after being referred to them by a satisfied DISC customer, and has enjoyed a successful partnership with them for the past seven years, continuing into 2008.



*A written version of the CareCall calling survey is sent by mail to those households that cannot be reached by phone. The written survey is designed to maximize customer response and participation.*



*Processed data is then delivered punctually on a weekly basis to CareCall in a format that is instantly recognized and incorporated into its information systems.*

## DISC DEVELOPS SOLUTION

The DISC design team created a comprehensive plan that ensured maximum customer participation in CareCall's campaign. A top priority was to make certain that all incoming data was verifiably accurate, free of redundancies, and presented to CareCall on schedule in a highly coherent format. DISC's continuing responsibilities in its partnership with CareCall include the following:

### Survey Instrument Preparation, Printing, and Mailing

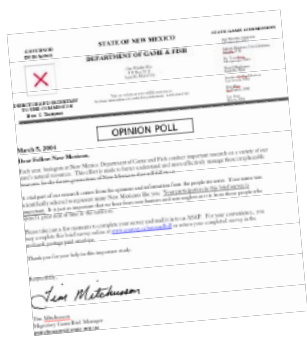
- Introductory letters for all customers are created and printed, announcing the health risk assessment campaign and alerting customers that CareCall representatives will soon be contacting them by phone. Letter copy is designed to peak customer interest and motivation to participate.
- A written version of the CareCall calling survey, formatted precisely to call script and edited for the printed word, is sent by mail to those households that cannot be reached by phone. The written survey is designed to maximize customer response and participation.
- DISC maintains responsibility for the design and production of all written pieces, supplying all mailing materials and coordinating all outgoing and incoming mail flow.

### Survey Processing and Database Development

- Mailed surveys completed and returned by customers are directly received and processed by DISC.
- Survey data is immediately captured by state of the art scanning technology and verified by operators as it arrives.
- Survey data is sorted and compiled, then taken through a cleaning process that removes all non-current campaign responses.
- Processed data is then delivered punctually on a weekly basis to CareCall in a format that is instantly recognized and incorporated into its information systems.

## THE RESULTS ARE OUTSTANDING

For the past seven years DISC's research expertise has produced excellent results for CareCall and its health partners. DISC has met every time commitment through every season, providing comprehensive written survey data that is readily assimilated into CareCall's database. In addition, DISC's commitment to introducing CareCall's campaign to customers in a timely and professional fashion has helped to optimize resources and maximize participation. DISC continues to provide CareCall with the qualifications and dependability they look for in an outsource partner.



## SERVICES

*Market Research*

*Association Member  
Polling*

*Game and Fish Agency  
Surveys*

*Customer Satisfaction  
Surveys*

*Employee Surveys*

*Online Surveys*

*Questionnaire  
Development*

*Design, Print and  
Mail Services*

*Data Collection*

*Data Analysis*

## CAPABILITIES

- All core survey research functions are undertaken in-house so we can maintain strict quality control standards. These include not only all project design and analysis activities, but also questionnaire development, sampling, a range of data collection methodologies, data coding, editing, cleaning, tabulation, graphical presentation for quantitative survey projects.
- Survey sample design, basic to complex
- Complete turn-key survey instrument design-print-mail services
- Bi-lingual survey language options
- Online surveys as a mail survey response option or administered in stand alone format
- Mailing list acquisition
- High volume and complex data capture via optically scanned survey questionnaires
- Insightful, understandable response data analysis reporting in statistical and graphical formats
- Surveys typically provide a local PO Box for a “local” postage paid survey return address
- Extensive response data QA and “cleaning”
- Project archive services of indexed survey images on CD





*"Our steadfast goal on every project we do is to under-promise and over-deliver in the professional survey services we provide."*

Mike Ames  
President, DISC Information Services Corp.

## **WHY CHOOSE DISC?... OUTSOURCE TO MINNESOTA**

### **Experience:**

Our research facilitates informed decision-making through targeted scientifically-defensible analysis of opinions and characteristics. We have conducted hundreds of quantitative and qualitative survey research projects since 1996.

### **Design Experience:**

DISC staff has an almost unique background having studied qualitative/quantitative/survey research at the doctoral level. As a result, we are able to craft survey recommendations based not upon their conformity to a single expertise, but rather to best meet the needs of a particular project.

### **State of the Art:**

Our practices are not only based on our own 10+ year project experience; they reflect continuing professional association with the nationally recognized professional research organizations.

### **Full Service:**

All core survey research functions are undertaken in-house so we can maintain strict quality control standards. These include not only all project design and analysis activities, but also questionnaire development, sampling, a range of data collection methodologies, data coding, editing, cleaning, tabulation, graphical presentation for quantitative survey projects.

### **Facilities/Technology:**

We have operated from company-owned facilities since 1996. We maintain all state-of-the-art technology.

### **Professional Staffing:**

DISC maintains a staff of carefully selected and highly-trained Analysts, Project Managers, and Programmers sufficient to meet any anticipated need.

### **Work Ethic:**

DISC staff is imbued with solid, Midwestern work ethic values delivering value when you "outsource to Minnesota."

### **Ethical Commitment:**

DISC Information Services Corp. adheres to a rigorous set of ethical and professional standards. These include, but are not limited to, the code of standards of the American Association for Public Opinion Research (AAPOR), the nation's premier survey research industry association.