A.D.A.M.

INSTITUTING A HEALTHY PROCESS FOR MAILING INVOICES

A.D.A.M. (NASDAQ: ADAM) is a leading provider of health information and benefits technology solutions to healthcare organizations, employers, benefits brokers, consumers, and educational institutions. A.D.A.M.'s Benergy, the leading benefits communication and healthcare decision support platform for small and mid-sized employers, is designed to equip employees to better understand their health, wellness and benefits, while helping employers reduce the costs of healthcare and benefits administration.

Situation

When A.D.A.M. undertook a system conversion that revamped its billing process, with the objective of improving all phases from the time data was entered to the time the customer received the invoice, the company took the opportunity to improve the mailing side as well.

Sending 600 invoices per month, many of which were multiple pages, was a manual process for A.D.A.M. Batches of invoices were printed from Microsoft Dynamics GP to an office printer, then manually prepared for mailing.

"It was taking us a long time to process invoices," said Chris Joe, Director of Finance at A.D.A.M. "After they were printed, we had to make sure they were separated out and put together correctly. Then we had to fold them, stuff them into envelopes, put postage on them and send them out. That process was taking about 8 to 10 hours spread over 5 days." As a finance professional, Joe recognized the significant value of streamlining this process to improve performance in A.D.A.M.'s order-to-cash cycle.

"If an invoice sits on somebody's desk waiting to be mailed, it could be already past the due date by the time the customer gets the invoice," said Joe. "When you're printing hundreds of invoices and the process is manual, how do you know they all went out? The number-one payables issue is customers saying they don't have the invoice."

The Solution

After seeing FlyDoc at a Microsoft Convergence conference, A.D.A.M. had found its solution. And when it came to implementation, the simplicity of FlyDoc was a big plus. "It was

very straightforward," said Joe. "Installing the FlyDoc print driver was all it took. We didn't even have to get IT involved."

According to Joe, "FlyDoc is so easy it's hardly even what I'd call a process now. Once our invoices are done, we just print to FlyDoc, transfer the data and Esker does the rest. And we can prove that invoices were mailed. If we send a thousand, I know a thousand go out that day. So there's a real aspect of control that FlyDoc gives us."

Now invoices are processed and sent the same day, contributing to reduced Days Sales Outstanding. "Our DSO has gone down, and FlyDoc plays a part in that," said Joe. "The faster invoices go out, the faster money comes in."

A.D.A.M. also uses FlyDoc to automate delivery of other communications, such as letters sent to vendors and customers following the company's move to a new location. "Whenever we need to send something in mass mailing, we use FlyDoc to keep our processes consistent," said Joe.

Benefits

- Reduce invoice processing time from 8–10 hours to 10–20 minutes
- Cut time to send invoices from 5 days to same day
- Bring control and visibility to the billing process

Joe also noted a positive experience in working with Esker. "Customer service has been great," he said. "Anytime we had question there was always follow-up."

Looking ahead, Joe said, "As we grow, FlyDoc gives us the scalability to handle an increase in invoices, so finding a solution for mailing is not something I have to worry about."

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