



## Print Services: Design

*Smart design is the foundation of any successful print project.*

A thoughtful, strategic approach to design is the most important way to ensure the information collected will yield cost intelligent, high impact results. Our staff of seasoned design professionals are eager to share their expertise on content development, artwork, and proven print enhancement techniques. Leveraging this extensive design knowledge base is a fundamental way to optimize the success of your next data collection project.

### Smart People = Smart Design

We use specialized design teams, expert in the specific needs of our customers, to provide unparalleled, user-friendly design. Our design staff averages 10 years of experience and have a thorough understanding of scannable form design and its relationship to our scanning systems, ensuring technically correct, highly usable final designs.

We will oversee your project from design to print to delivery—resulting in an attractive, user-friendly solution that optimizes scanning performance.

### Options Enhance Your Design

- Highlight your materials with photography, line art, illustrations, and various typefaces.
- Customize your pieces by adding your logo to promote your organization's identity.
- Expand your audience by printing in multiple languages.
- Incorporate popular numbering methods such as serial numbers, bar codes, lithocodes, OCR-A numbers, and OCR-B numbers.
- Make processing easier by adding corner cuts, alignment notches or perforations to your scan form.
- Improve processing performance by using drop-out inks for critical data capture areas.

### For Example Making K-12 Testing Easier

One of the largest Midwest school districts relies on Scantron as their testing & assessment printing partner.

Three times a year Scantron designs, prints, packages, and ships assessment materials for 27 unique locations. Our print services team provides everything from the scannable answer sheets, test booklets and teacher manuals to pencils and rulers.

Consolidating the production and delivery of all assessment materials with one source saves the district time and minimizes confusion.



Customer Satisfaction Survey for  
**Hemophilia Health Services:** A Division of Accredo Health Group

KFIRSTXX X XXXLASTXXX  
 XXADDRESSXXX  
 CITYX, ST XZIPX

03046

**Directions**

USE NO. 2 PENCIL ONLY

OR

USE BLUE OR BLACK INK PEN ONLY

Correct Mark:

NOT Like:



Welcome to Hemophilia Health Services. Your satisfaction is extremely important to us. We would greatly appreciate you filling out this survey and returning it to us. Your comments will help us continue to improve and provide an excellent level of service. **Thank you for your time.**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A
I find the staff to be professional and courteous.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Educational materials provided to me about my medication and treatment were helpful.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When I call Hemophilia Health Services, I easily reach the person I need.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My medication shipment was complete.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My medication shipment arrived when it was promised.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The phone call I received from my pharmacist about my medication therapy was helpful.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If applicable, my nurse was knowledgeable about:						
My condition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My medication/therapy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Customer Satisfaction Survey for  
**Accredo Nova Factor:** A Division of Accredo Health Group

LARRY LAWSON  
 2049 BERRELL AVE  
 COLUMBUS, OH 43219-1138

01523

**Directions**

USE NO. 2 PENCIL ONLY

OR

USE BLUE OR BLACK INK PEN ONLY

Correct Mark:

NOT Like:

Welcome to Accredo Nova Factor. Your satisfaction is extremely important to us. We would greatly appreciate you filling out this survey and returning it to us. Your comments will help us continue to improve and provide an excellent level of service. **Thank you for your time.**

	Strongly Agree	Agree	Neutral	Disagree
1. I found the staff to be professional and courteous.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. The educational materials provided to me about my medication and treatment were helpful.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. When I call Accredo Nova Factor, I easily reach the person I need.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. My medication shipment was complete.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. My shipment arrived when it was promised.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. The phone call I received from my pharmacist about my medication therapy was helpful.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. If applicable, my nurse was knowledgeable about:				
a. My condition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. My medication/therapy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Prepress

As your project reaches the final stages before going to press, efficiency and accuracy are critical. Our prepress team uses state-of-the-art workflow management software to insure the same file is utilized beginning with customer approval and going through the printing process. The major benefits are reduced proof cycle time to you and 100% accuracy with the final printed piece.

Our prepress department has computer-to-plate and conventional plate systems, Xerox® color printers for proofs, and Apple®/ PC design stations. We are able to accept files and incorporate successful design solutions from all the leading design software packages.

## Design with personalization in mind

We use advanced design and printing techniques to personalize your assessment materials including cover letters, scan forms, and any other inserts requiring personalization.

Personalization can include simple identifiers such as student ID numbers or complex demographic information. This makes filling out the form quicker for the user and scanning more efficient and precise.

## Professional Services

If you are short on time and resources, let our professional services group assist you. They will help you with forms analysis, design analysis, project management, and usability testing to maximize your data collection system's efficiency and accuracy.

## Creative Options

Want to tackle the design yourself? We've developed software just for that as well. Our software helps you to create your own design forms—at your own pace—and print directly to your laser printer.

If you're interested in creating scannable forms, you can use Scantron DesignExpert™ software to create, personalize and print your own. Or, after your design is completed, send it to us and we'll print it for you.



**GET THE RESULTS YOU NEED TO MAKE INFORMED BUSINESS DECISIONS TODAY!**

For a free consultation to meet your organization's goals, call **800.722.6876** or visit us at **www.scantron.com** to learn more.

## About Us

Scantron® provides technology to help you collect data you can use. We offer solutions and services delivered with the quality you expect from decades of experience. Whether you need to work on paper, online, or anywhere in between, Scantron can meet you where you are and help you get to where you want to be.

