

# Bridgestone Americas Business Technology

First and foremost, our name - Bridgestone Americas Business Technology - reflects our comprehensive technology services for the medical industry as well as other businesses nationwide.

We have been processing invoices, statements and other correspondence for the healthcare industry since 1991. We currently provide services to hundreds of providers of all sizes, and we interface with many different data processing software vendors. Our ongoing work in the healthcare industry ensures our knowledge of HIPAA and other regulatory requirements and privacy issues.

Bridgestone is fully committed to helping our customers drive their business through open communication and enhanced customer personalization.

Our Continuous Improvement Initiative means that we will continue to provide better technological (hardware and software) and business-driven solutions (marketing and customer impact) to our healthcare clients.



**We provide  
cost-effective solutions  
to help with patient billing.**

### **EZ Message**

Add a text message in color to the outside of your statement envelope.

### **EZ Address**

Validate your address file before you mail the invoice or statement that gets returned to your facility.

### **EZ Inserts**

Print your insert directly on a page of your patient correspondence.

### **EZ Returns**

Simplify the managing of your undeliverable mail by letting us do it for you.

### **EZ Marketing**

Tailor your message to each individual patient.



**Sales & Information  
1655 South Main Street  
Akron, OH 44301-2035  
330-379-7141**



**Providing enhanced  
invoice & statement  
mailing solutions  
to the medical billing industry.**



We offer a suite of services that can enhance the efficiency of the patient billing process. We've built a solid reputation in the medical industry with prompt, professional service, and we pride ourselves on meeting the needs of our clients.

That's why we now offer a few "extras" that can add to your patient billing process.



### **EZ Message**

**EZ Message - an inexpensive way to bring attention to important information using the statement envelope to carry your message.**

- The front and back of the envelope can be used
- Black as well as red, blue and green color is available
- The message is delivered even if the statement is not opened and read

### **EZ Address**

**Reduce the amount of returned mail and lower your mailing costs by utilizing our EZ Address program.**

- Identifies invalid non-deliverable addresses before they are mailed
- Find patients who have moved and not notified the billing department
- Receive updated addresses electronically for ease of maintenance

### **EZ Inserts**

**Avoid the cost of printing and shipping statement inserts with EZ Inserts. We print your designed insert directly on a page of the patient's statement.**

- Provides increased read rates and are included when viewing electronic E-statement
- Ensures the message is included with all statements – never a shortage or an overrun
- Eliminates all shipping costs and insert usage fees

### **EZ Returns**

**If staffing issues are preventing you from keeping up with your undeliverable returned mail, EZ Returns will solve the problem for you.**

- Undeliverable mail is returned to our post office box for handling
- Bar code is scanned and a file is returned electronically with a specific reason for non-delivery
- After scanning, returned mail is securely destroyed

### **EZ Marketing**

**Would you like to customize your marketing messages to each individual patient? EZ Marketing can do it!**

- Provides personalized targeted messaging
- Reduces or eliminates the cost of externally produced statement inserts
- Marketing messages can be created based on each patient's data and your rules

**business-driven solutions**