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Preferred Direct Marketing Services

Reflection Journal 3

Before we go in depth to this reflection, I need to explain why this paper is late because there is a lot more to it than seemed in the email. I understand this course is to help for my future job and career paths, but I also do have direct experiences as I have been working for this company over a year. I stated in the email that I was close to burn out due to family, work and school. Well, I ended a 4-year relationship with my partner who I live with so the entirety of last week it's been a mess about moving and staying with friends because it has been a messy breakup. I have just been mainly focusing on work, and just work because I need to pay bills, etc. With my partner moving and leaving I am under severe financial stress. Reflection 4 will be turned in on time and there will be no issues moving forward.

This week at my work at Preferred Direct has been a very challenging. The way my job is step up is very organized there is a routine of workflow. This means in the beginning and end of the month I work mostly with Anthem postcard data work orders. During in the middle of the month my priorities shift over to a company called Patient News Publishing. For this reflection I will go in depth on the process I do with Patient News and how it all ties to cybersecurity and my future career following the GRC Analyst path. Working with Patient News has given me a better understanding of how data can go beyond just sorting spreadsheets and processing. This process gives you a better understanding of the entire

cycle of information meaning the digital input and output process while maintaining security and integrity.

Moving to the first step of the Patient News Process is organizing the files sent over SFTP. These files include draft graphic pdfs for our graphics team and CSV excels with the PHI information of each client of Patient News. This info includes patient news, addresses, dental records, and reminders. These may not seem like high states data but since there are PHI and mailing regulations it is important to understand how to handle this data. Once I have received these files, I format to the files to our standards by doing things such as formatting to the correct template, removing duplicates, and address validation. It is imperative that the data corresponds to the client. We have had mistakes in the past where mailings set for a dentistry in Boston was accidentally mailed to places in Phoenix. Due to that the costs of production and resources come out our company finances.

Once these files are sorted to standard, next is to use our BCC mail manager program to merge the data to create the USPS mail presorting templates. BCC allows this data to comply with USPS regulations by automating and standardizing bulk mailings. With Patient News, BCC plays a critical role as these mailings are for locations across the United States. Going further into the BCC Mail Manager process, first we start off with CASS Certification, this organizes the addresses and names. Next is the NOCA process (National Change of Address) this process uses USPS servers to check for any address discrepancies and changes according if needed. After that it also checks to see if any of these location streams can qualify for any automation discounts. These steps necessary to save our client Patient News money.

This makes cybersecurity very important because with could cost both Preferred Direct and Patient News thousands of company money if there is an incorrect data field or misprint. Following the regulations and compliances help esure the data is correct and there is integrity. I basically must treat the information I have been given as live work, as any mistakes I am responsible for.

The last process is creating the DDU Pink tags for the mailings. DDU stands for destination delivery unit, and these are the last process that the post office uses to verify information before it finally gets mailed out on their then. DDU skips these processes because instead of USPS verifying themselves I do it along with the data team. This method is often cheaper too, I believe in actual figures our last mailing saved Patient News nearly 80 thousand dollars. The biggest take away from this is that data merging and processing is very important and following cybersecurity this further helps me understand the link between data, privacy, and integrity.

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