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## **DALBAR and T-Base open access to Healthcare's most important form of communication**

**(OTTAWA, ON and BOSTON, MA, February 11, 2011).** DALBAR and T-Base Communications announced today that they have signed a definitive agreement; DALBAR, the leading independent expert for evaluating, auditing and rating communication, and T-Base Communications, North America's leader in ensuring important customer communications materials are inclusive, accessible, and useable by blind, deafblind and partially sighted individuals. T-Base and DALBAR will work together in launching new Accessibility Criteria that measures the effectiveness of standard Explanation of Benefit (EOB) statements, which are considered to be the most important healthcare communication... reporting on what is covered and what is not!

DALBAR's EOB statement evaluations are recognized as the source for valuable insight into improving their effectiveness for healthcare plan members and patients. The new accessibility criteria will measure EOB statements in the areas of braille, large print, accessible PDF and audio formats. Kathleen Whalen, Managing Director, Client Relations & Public Relations/Corporate Communication, at DALBAR pointed out that, "This new measurement criteria will level the playing field for the visually impaired and encourage healthcare insurance providers to raise industry norms and more effectively meet accessibility compliance requirements".

This is the second collaboration of T-Base Communications and DALBAR. In the fall of 2009, T-Base struck a similar agreement with DALBAR Canada, creating an accessibility criteria for the DALBAR Communication Seal that recognizes the effectiveness of client statements used in the financial industry. "We are thrilled to have expanded our existing relationships with DALBAR to the US healthcare market", said Jeff Potts, President and CEO of T-Base Communications. "With a mutual commitment to high-quality statement design, T-Base and DALBAR are well positioned to meet the unique communication needs of blind, deafblind and partially sighted users of North America's leading healthcare insurance providers" adds Potts. To introduce alternate format EOB statement design to the healthcare industry, T-Base will be participating in the DALBAR's Healthcare Roundtable taking place in Boston on April 6th 2011.

T-Base Communications Inc.

T-Base Communications Inc. is experienced in accessible customer communications and guiding our customers with access in mind, ensuring that their service delivery is inclusive, accessible,

and usable by everyone, including persons with disabilities. T-Base specializes in website accessibility and alternate formats such as, braille, large print, e-Text, and audio. These alternate format solutions, assists' government and Fortune 500 companies to improve communication among customers who cannot access information in the conventional ways. Working with the most globally progressive companies, T-Base converts conventionally printed statements and documents into alternative formats privately and securely. This provides leading organizations the opportunity to reach a wider audience while simultaneously meeting the diverse information needs of their client base. [www.tbase.com](http://www.tbase.com)

DALBAR, Inc.

DALBAR, Inc. is the financial/healthcare community's leading independent expert for evaluating, auditing and rating business practices, customer performance, product quality and service. Launched in 1976, DALBAR has earned the recognition for consistent and unbiased evaluations of investment companies, registered investment advisers, insurance companies, broker/dealers, retirement plan providers and financial professionals. DALBAR awards are recognized as marks of excellence in the financial/healthcare community.

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