

For Immediate Release

July 22, 2004

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Brethren declares Workflow's **IDEAS® its
workflow improvement method of choice**

**Workflow Dynamics improves workflow and resident and employee retention
for Brethren Retirement Community**

CINCINNATI—Workflow Dynamics (www.workflowdynamics.com) announced in early July that it has successfully completed its first **IDEAS...the program for change** workshop for Brethren Retirement Community in Greenville, Ohio. Brethren elected to send its process improvement team through the **IDEAS** workshop after using Workflow's **IDEAS** to save thousands of dollars in employee and inventory costs, and to improve resident satisfaction scores by 3.5 percent. The process improvement team will now participate in field training and certification.

"This marks a pivotal turning point in our growth," said Jackie Messersmith, president and founder of Workflow Dynamics. "The results from the Brethren project tell us that **IDEAS** performs better than we expected, and stands to be our flagship product in helping organizations enhance bottom-line performance."

As part of a larger quality improvement initiative within Brethren, Messersmith and her team helped design a workflow solution for Brethren's grounds-keeping and maintenance workflow processes that improved delivery of services, resident satisfaction scores and employee satisfaction. Tim Hissong, vice president of Operations for Brethren, said Workflow's **IDEAS** program has saved his division \$100,000 or more.

"Jackie and her team worked intensively with employees, residents and other departments to chart out processes, combing for potential improvement areas. The end product has been a significant transformation of the Maintenance Department, employee satisfaction and productivity included. I estimate that Workflow's process saved us the equivalent of at least one full-time employee a year in decreased work order turnaround time and lost productivity, not to mention the value of happier employees," Hissong said.

For more information about Workflow Dynamics and **IDEAS**®...the program for change, contact Jackie Messersmith at (513) 233-3569 or Jackie@workflowdynamics.com.

About Workflow Dynamics

Workflow Dynamics, Inc. helps organizations better understand and leverage the interdependency between workforce (people), workplace (organization), and workflow (business processes) to increase productivity and profitability. Clients include Brethren Retirement Community, Great American Insurance, Accelerated Technologies, City of Cincinnati, American Red Cross, Southwest Financial Services, University of Cincinnati, Ellison Surface Technologies, Viox Services, and Willamette Industries.