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MAJOR HEALTHCARE RECEIVABLES MANAGEMENT COMPANY CHOOSES CASTEL

Castel's Enterprise-wide Predictive Dialer Significantly Enhances Medical Data Systems Agent Productivity

BEVERLY, MASS. – August 15, 2008 - Castel, Inc., a leading supplier of contact center solutions for the collections industry, announced its latest customer win, Medical Data Systems, headquartered in Vero Beach, Florida. Castel was selected for its ability to provide a complete product that extends across Medical Data Systems' enterprise and to provide the most efficient predictive dialing solution in the marketplace.

During an industry conference in Memphis, the two companies met and began discussions about how Castel could provide a solution that would enhance Medical Data Systems current dialing process. Medical Data Systems was using a semi-manual dialing operation and wanted to add to the company's existing highly efficient process. "We wanted to enhance our productivity and Castel's predictive dialer allowed us to do that," said Rick Masterson, Chief Information Officer, Medical Data Systems. "We felt that Castel has a very complete product, in terms of a dialer solution. Their product offering is truly an enterprise-wide solution," he said.

According to Castel's President and CEO Nick Kimball, Medical Data Systems was looking to transform their organization from an operation where inbound and outbound calls are handled in separate areas to a full-service call center, handling all calls within the same facility at each of their locations. "This is an example of a company that successfully combined new technology implementation with business process re-engineering," said Kimball. "By combining their business goals with our technology, they have achieved a highly efficient, solution-focused operation," he said. Traditionally, many call centers had separate centers for inbound and outbound calls as well as a third area for specialty services. The industry has since shifted to a much more managed environment where all agents are part of the same solution containing cohesive telecommunications equipment.

Castel's solution has transformed Medical Data Systems' business with substantially higher productivity results because their agents can handle more calls. The new automation has made agents more productive and efficient, which in turn leads to a higher return on investment for Medical Data Systems. "We are very pleased with the results, thus far," said Masterson. "We expect a very early pay off for our investment."

Medical Data Systems created their own custom developed application with Castel that is specific to the company's needs. "Our engineers spent a lot of time architecting and planning the overall roll-out of the new solution into Medical Data Systems' branches," said Kimball. Medical Data Systems is a multi-state company with offices in Florida, Virginia, Mississippi,

and Alabama. “We conducted a gradual roll-out beginning with their home office and then their branch locations,” said Kimball.

Another significant feature of Castel’s solution is its ability to “fit under the cover” and work behind the scenes for a seamless integration so the agents are unaware that they are working on two different systems - one for Medical Data Systems and another for Castel. The agents perceive that they are still on the Medical Data Systems’ system, the only difference with the new installation is that they push a couple of new buttons. “It’s completely non- invasive with virtually no risk involved,” said Kimball. “Our system is very economical because customers do not waste time due to agents being away from their job.” With Castel’s solution, agents can be trained in less than five minutes, which also aided Medical Data Systems multi-branch roll out.

At Medical Data Systems, there has been no downtime by installing Castel’s product. “The same day we installed Castel’s product, we had people up, doing inbound and outbound calls immediately,” said Masterson. “One of the biggest benefits was an increase in right party calls which is the bottom line in this business,” said Masterson.

About Castel

Castel, Inc. develops and markets highly scalable call management solutions, which provide significant improvements in agent productivity over competing systems. Leading financial institutions, collection agencies, and telemarketing organizations uses Castel’s modular, open solutions. For more information, please visit www.castel.com.

About Medical Data Systems

Since 1985, Medical Data Systems, Inc. (MDS), has provided hospitals and other healthcare entities with accounts receivable management services. An industry leader in healthcare/medical debt collections, Medical Data Systems, Inc.’s services include: Extended Business Office Services, Primary Collections, Secondary Bad Debt Collections, and Professional Fee Billing. MDS’ proven history/experience produces results/collections recovery, while also maintaining the relationships with the communities their healthcare clients serve. For more information about Medical Data Systems, Inc., please visit: www.meddatasy.com.

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