Explanation of Benefits and Correspondence Archiving for Healthcare

Essentials

- Each day healthcare payers and providers generate millions of patient communications

- These documents include statements, letters, details, reminders, cheques, remittance advices and statutory letters such as explanation of benefits

- In many cases these documents need to be retained for legal and compliance reasons as well as for reference and patient services

- Most payers and providers fail to take advantage of digital delivery to reduce postage costs and improve patient service

- Costly mainframe archives are still widely used by payers and providers for storing patient communications

- CrawfordTech has been working for over fifteen years to solve the complex problems associated with patient communications

- Now, in partnership with EMC, CrawfordTech has integrated their market leading print stream archiving products with EMC's ECM technology to provide a next generation solution to the problem of archiving patient communications

Background

Each day healthcare payers and providers generate millions of customer communications. These documents include statements, letters, details, reminders, cheques, remittance advices and statutory letters such as explanation of benefits. Typically the core insurance and patient administration systems generate these documents and many more document types that are essential to maintaining relationships with patients. And these documents are sophisticated, intelligent even – they will be personalised, they are usually regulated, they must be optimised for printing, they might be pre-sorted for delivery – the list goes on.

Large payers and providers often use in-house print services providers and some outsource this to a print bureau. Traditionally healthcare groups target specialist high volume print devices like IBM/Ricoh, Canon/Oce and Xerox and many healthcare applications are designed to generate print output for a specific target device. On the other hand many print service providers accept only certain formats. As a result the workflow of print production processes can be complex in order to match applications with the appropriate print device.

This challenge is compounded by the fact that patients and hospitals are increasingly moving away from paper to digital communications and requiring providers to do likewise. Whether this is PDF, web portals and other digital delivery methods like SMS text there is clearly a need to manage patient communications differently.

In fact access to patient communications is essential to many patient centric processes. Patients cannot understand why call centres and clinicians do not have access to the same information that they receive. And for the digitally savvy, self-service portals and digital communications help define patient service – both positively and negatively.

Of course many healthcare payers and providers have been digitising and archiving documents for years and large organisations may find that they have several generations of these archives including COLD and mainframe systems. The challenge is that these archives are costly to buy, expensive to maintain, integrate poorly with enterprise applications & workflow and are inaccessible to consumers. What is needed is a new generation of archive that leverages open standards, is integrated with packaged content management systems and can support delivery through web channels (in addition to paper).

The benefits of a modern Enterprise Archive include improving compliance, a reduction in print & postal costs, improvements in patient satisfaction with self-service portals and improvements in the efficiency of clinical and administrative processes.

At a Glance

- EMC is an industry leader in enterprise content management systems for healthcare payers & providers

- CrawforTech is a world leader in print stream transformation and archiving for healthcare

- Leverage EMC's document-centric workflow and automation tools

- Integrate archiving into healthcare applications and administrative processes

- Enrich the patient experience by publishing correspondence online and improve the efficiency of administrative staff

- Reduce the cost of managing multiple legacy archives with a single unified archive from EMC and CrawfordTech

- CrawfordTech have the people, products and experience to make you project happen

Crawford Technologies has been working for over fifteen years to solve the complex problems of patient communications for healthcare payers & providers. Now, in partnership with EMC, CrawfordTech has integrated their market leading archiving products with EMC's popular ECM and workflow automation solutions to provide a next generation solution to the problems of archiving customer communications for the healthcare industry.

Solution

Enterprise Archiving with EMC

EMC is acknowledged as an industry leader for Enterprise Content Management solutions and healthcare payers and providers turn to EMC repeatedly because of enterprise features that integrate document capture, archiving, output management, workflow automation, retention management and many more document-centric tasks under a single platform. EMC's products are designed for the most demanding administrative and clinical needs and can readily scale to the volumes common place in the healthcare industry. The advantage of managing both inbound and outbound correspondence in the same place is that an enterprise archive can provide a 360^0 view of the customer to administrative teams and through self-service portals. EMC enterprise archives enable better patient services.

Universal Print Stream Archiving

Healthcare payers & providers and their print service providers need to support a wide range of applications, document types, print formats and device types in their patient communications workflow. CrawfordTech offers universal print stream archiving across healthcare business applications, print formats and document types. It can be used to archive almost any kind of healthcare document including statements, letters, details, reminders, cheques, remittance advices and statutory letters such as explanation of benefits, whether these documents come from packaged applications or custom healthcare systems. CrawfordTech also supports the widest range of source

document formats including AFP, Metacode and PostScript and can archive in the native formats or as industry standard PDF/A. Integrated with EMC's enterprise archive CrawfordTech ensures that patient communications are an enabler for clinical processes and actually help improve patient satisfaction.

Healthcare Workflow Automation

Healthcare payers & providers operate a series of discrete administrative business processes that include appointments, patient administration, prescriptions and episodic management. In many cases these processes are adequately supported by enterprise applications, but on occasion either the workflow needs to be extended or needs to be integrated with unstructured content or documents. EMC and CrawfordTech understand the complex needs of document workflow within the end-to-end healthcare clinical pathways and our expertise has helped many customers leverage inbound and output correspondence to ensure that administrative and clinical processes operate efficiently and at scale. In many cases we can help optimise document centric processes such as appointments and explanation of benefits and reduce costs whilst ensuring these processes integrate closely with core patient administration systems.

Integrations with Healthcare Applications

Typically healthcare applications for patient administration and appointments generate the majority of document types that are essential to maintaining relationships with patients. These applications are usually core enterprise applications that have grown over time to support the varying needs of the payer & provider and often leverage document composition tools to generate printed output. CrawfordTech can integrate seamlessly with the output of these systems and help manage the complex print and archiving workflows so that they reach the archive. EMC ECM solutions provide views onto patient communications and can be integrated seamlessly into healthcare applications.

Patient Portals and Online Presentment

Online portals help enrich the patient experience through access to correspondence and clinical records. It helps patients satisfy their own requests for information or helps administrative and clinical staff act more efficiently and effectively. EMC's ECM solutions are used by thousands of administrative and clinical knowledge workers who take advantage of features like search, browsing and viewing for patient communication archives. EMC and CrawfordTech's solution provides all the granularity of document level access whilst optimising performance for the high volumes found in print streams. Ultimately EMC and CrawfordTech support portals designed to service thousands of requests a minute for patient information.

Consolidating and Migrating Legacy Archives

Many large healthcare payers & providers have evolved, over time, a legacy of archive silos that service different areas of business including many hospital sites. These archives are often based on expensive mainframe systems and for most there is an opportunity to reduce the complexity and costs associated with these archives. EMC and CrawfordTech have the technical platform and professional expertise to help migrate documents from legacy archives into a unified archive. CrawfordTech can help decommission expensive mainframe systems and tape archives like Control-D or Mobius onto modern platforms, whilst at the same time providing better access to historical information which improves patient service.

Consulting, Training and Support

It takes more than technology to create innovative healthcare business solutions. It takes people with the experience to truly understand the scope and definition of your project, real-world expertise to make it happen, and a bar-setting standard of excellence and results.

Crawford Technologies Professional Services staff are recognized for their in-depth healthcare industry knowledge and unequalled expertise in electronic document processing systems and applications. We provide a unique combination of knowledgeable IT professionals, industry-leading technology and proven processes. We know what it takes to develop healthcare archival systems for optimal performance.

Conclusion

Crawford Technologies has a fifteen year track record of patient communications solutions. We have the products and expertise that is used by hundreds of customers around the world to optimise print operations and archiving.

Healthcare payers & providers are seeking fundamentally new ways of addressing the challenges of print stream archiving. Now in partnership with EMC Crawford Technologies offer market leading print stream archiving technology integrated with EMC's ECM solutions.

PRO Archiver is a tried and tested print stream archiving solution and over 90 EMC customers can testify to the benefits of putting customer communications in an enterprise archive using this technology.

About Us

Since 1995, Crawford Technologies' award-winning solutions have helped over 700 companies around the world reduce costs associated with mission-critical transactional customer communications. Our products, solutions, services and expertise help our clients deliver key documents to their customers in the format they need, when they need it.

Our range of unique software solutions and products and expert services simplify, automate and extend the value of document delivery cost-effectively. Our innovative and flexible solutions enable meaningful process improvements irrespective of our clients' current, legacy or future standards in infrastructure or document output.

Companies look to Crawford Technologies for our platform-independent approach, leading system performance and superior output fidelity. CrawfordTech's quality software, proven support and extensive document industry knowledge help our clients meet operational goals, support compliance and bolster the effectiveness of their document processing infrastructures. Our platform and vendor independent architecture insures our products and solutions seamlessly interface with existing in-house, legacy and third party applications and workflows.

Contact Us

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CrawfordTech Solutions

Print Solutions

- AFP, Metacode/DJDE, ASCII/EBCIDIC/Line Data, PCL, PostScript, PDF, PDF/A, Image, Text, HTML, XML
- Prints stream transformation
- Print stream data extraction
- Print stream concatenation
- Print stream enhancement
- Standard barcodes, QR Codes, mail barcodes

Workflow solutions

- Solutions for print service providers
- Print stream automation
- Automated document factory

Archive Solutions

- Industry solutions for banking, insurance, telco, media, utilities, print service providers and healthcare
- Archiving solutions for EMC Documentum and EAS

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