

A BUSINESS PROCESS AUTOMATION SUCCESS STORY

MAKING THE LEAP

How a major workers' compensation provider migrated to Tungsten Automation (formerly Kofax) solutions to transform billing processes



WORKERS' COMPENSATION

Identification Information

Driver license? Yes No

Leamer permit? Yes No

Non-driver ID Card? Yes No

The objectives will be based on how you gain sales by acquiring and keeping customers. A marketing strategy helps on making good messages with the right twist of marketing approaches in order to have a good outcome of your sales and marketing activities.

ID card number and Details

Enter the identification number it appears on the card

Type of License: _____

Out-of-State License ID No: _____

Your Personal Details

Gender Male Female

Eye color _____

Married Married Divorced

Address where you live

Street No. _____ Street _____

State _____ Post Code _____

Contact Details

Home Phone _____

Mobil _____

Address where you get y
(This address will appear on your _____)

City or town _____

Other change: Has your mailing address change? Yes No

What is the change (new license class) _____

Putting your strategy into action is how your marketing plan should work. M also show you how you're going to work with your targets, it maybe th ing with your activities to fit your customers buying cycles will n should be innovativ

“ OUR [LEGACY] VENDOR GAVE US NOTICE THAT OUR BILLING SYSTEM WOULD BE PHASED OUT. ALL THE THINGS THAT WE LIKED ABOUT IT, AND EVEN THE THINGS WE DIDN'T LIKE, WERE GOING TO HAVE TO CHANGE.

SENIOR SYSTEMS ANALYST
MAJOR WORKERS' COMPENSATION PROVIDER

BACKGROUND

As the leading workers' compensation provider in the state of Texas, our customer insures 40% of the Texas workers' compensation market. More than 62,000 business owners rely on them to meet the needs of 1.3 million workers every day.

To provide exceptional services, the company relies on a great workforce and innovative technology systems.

However, when a long-term technology provider announced that one of these systems would be phased out, finding a new and better solution became a top priority.





THE CHALLENGE

Migrate from an out-of-life system to a new platform without disruption while increasing process efficiency.

When the leading workers' compensation provider in the state of Texas heard that their legacy workers' compensation billing system was going out of support, they knew that replacing it would require great effort. They also recognized that this challenge represented an opportunity to use newer technology to become more efficient.

With this in mind, the customer vetted three companies to find the one best suited to provide the expected level of functionality while meeting five new objectives:

- 1. Simplify workflows**
- 2. Improve the end-user experience for the data and document capture group**
- 3. Reduce system complexity**
- 4. Ensure high reliability and availability**
- 5. Deliver top notch data and character recognition performance**



THE SOLUTION

Three competing options emerged from preliminary research into alternatives. Following a call for proposals, Genus Technologies presented a highly detailed plan documenting how Tungsten Automation (formerly Kofax) technology would uniquely address the organization's objectives.

During subsequent discussions and demonstrations, Genus Technologies convinced the search team that its solution, powered by Tungsten Automation software, provided distinct advantages the other vendors couldn't match.

**“ TUNGSTEN
AUTOMATION
(FORMERLY KOFAX)
CAME OUT ON TOP IN
THE END AND WE
LEARNED A LOT ALONG
THE WAY.**

**THE TUNGSTEN
AUTOMAION
PLATFORM IS MORE
SOLID. THAT'S ONE
THING THAT WE REALLY
LIKE ABOUT IT.**

THE RESULTS

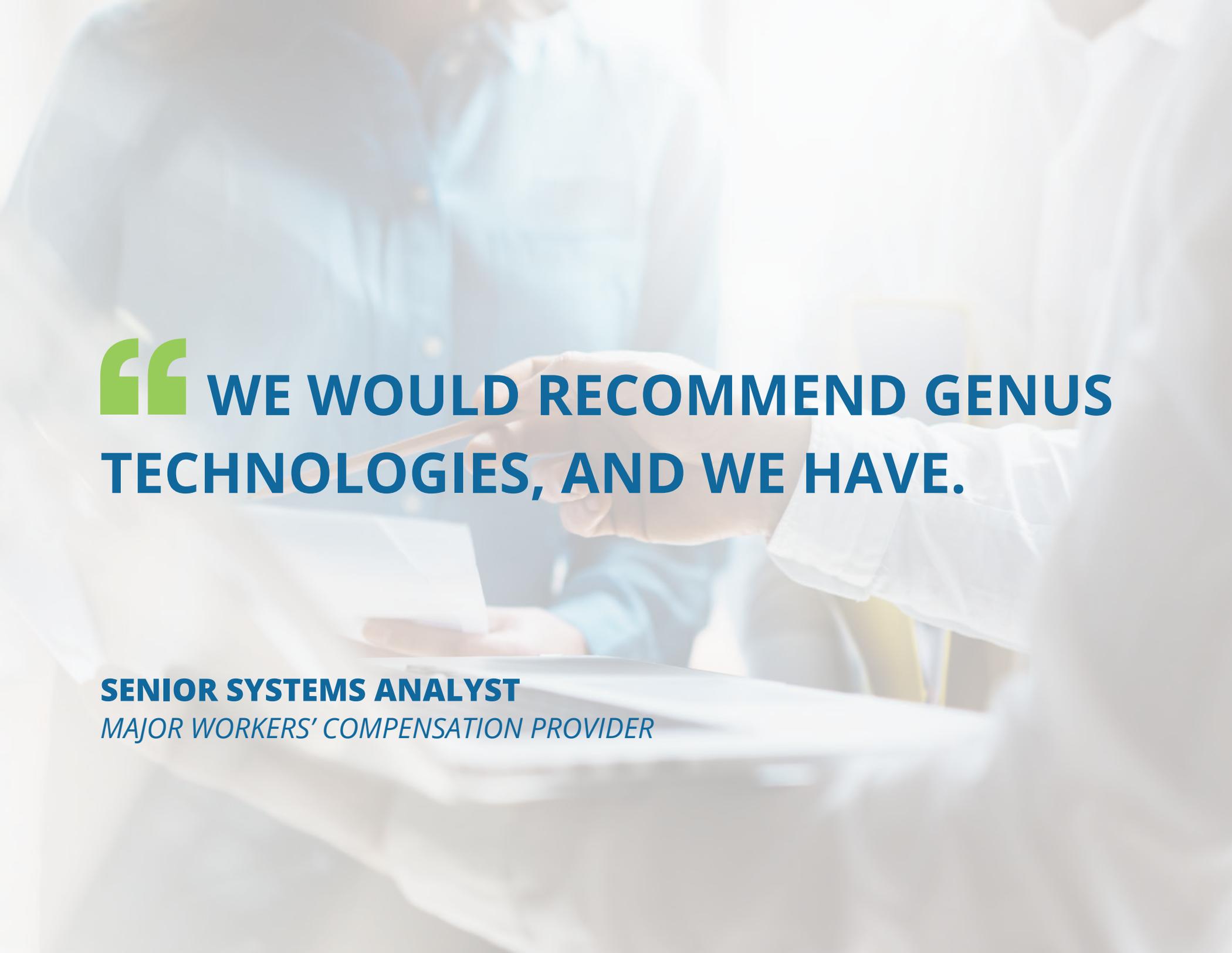
Working with Genus Technologies to implement the Tungsten Automation-powered solution, our customer achieved their objective of maintaining uninterrupted workers' compensation billing, while gaining the following results:

- Eliminated extensive custom programming and related services during implementation by selecting a competitively priced, configurable solution
- Simplified workflow based on staff needs rather than on the capabilities of a particular software product
- Increased visibility into the effectiveness of the capture system with simple dashboards and robust analytics
- Improved the extraction of critical data from UB-04 and CMS-1500 documents
- Deployed a greatly improved user interface in terms of ease-of-use, visual clarity, and customization simplicity
- Increased workflow efficiency by pointing documents to the right people so bills could be processed efficiently with as few people touching the bills as possible
- Ensured CPT codes were always accurate, reducing processing time and resource allocation

A man with glasses is shown from the side, wearing a light blue shirt, typing on a silver laptop. The laptop screen displays a software interface with various icons and text. The background is a wooden desk.

**“ THE MEDICAL BILLING
PROCESS IS ORGANIC AND
IT CHANGES OVER TIME.
YOU NEED TO PAY
ATTENTION TO THAT.
TUNGSTEN AUTOMATION
AND GENUS TECHNOLOGIES
GAVE US TOOLS FOR DOING
THAT.**

SENIOR SYSTEMS ANALYST
MAJOR WORKERS' COMPENSATION PROVIDER



**“ WE WOULD RECOMMEND GENUS
TECHNOLOGIES, AND WE HAVE.**

SENIOR SYSTEMS ANALYST
MAJOR WORKERS' COMPENSATION PROVIDER

ABOUT GENUS TECHNOLOGIES

Genus Technologies unifies the management of enterprise content, video and rich media, giving you centralized control over all your digital assets. With our partners, IBM and Tungsten Automation, we simplify the process of creating, capturing, managing and sharing digital assets so you can achieve more — across departments, channels and geographies.

For more information, visit
GenusTechnologies.com.

