

A BUSINESS PROCESS AUTOMATION SUCCESS STORY

MAKING THE LEAP

How a major workers' compensation provider migrated to 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.

(Check any that apply)

☐ Replacement

Renewal

Your Personal

Full Last Name

Full First Name

Date of birth

Nationality

Gender ☐ Male ☐ Female

ID card number and Details

ID card number

Date of Expiration:

Your Personal Details

Height

Email Address: (optional)

Status: ☐ Single

Others

Address where you live

Unit No.

Town/City

Type of License:

Eye color

☐ Married

☐ Divorced

Out-of-State License ID No:

Contact Details

Home Phone

Mobile

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

Unit no

Has your mailing address change

What is the change

Other change: (new license class

Post Code

State

Street No.

Street

State

(SSN)*

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
take med

**“ 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 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 Kofax® software, provided distinct advantages the other vendors couldn't match.

**“ KOFAX CAME OUT
ON TOP IN THE END
AND WE LEARNED A LOT
ALONG THE WAY.**


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

SENIOR SYSTEMS ANALYST
MAJOR WORKERS' COMPENSATION PROVIDER

THE RESULTS

Working with Genus Technologies to implement the Kofax-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 seen from the side, working on a laptop. His hands are on the keyboard, and 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.
KOFAX 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 Kofax, 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 GenusLLC.com.

