Case study

Blue Cross Blue Shield Uses Parascript Technology to Speed Enrollment Application Processing

Blue Cross Blue Shield (BCBS) is a leading healthcare insurance provider that processes and adjudicates millions of medical claims per year.

As the amount of claims continues to rise, the company is constantly challenged to evaluate new ways of increasing speed and productivity while keeping operations up-to-date and providing the best customer experience.

Business Challenge

To implement a solution that eliminated backlogs, kept processing turnaround time constant and eliminated any dependency on hiring untrained temporary personnel.

Solution

Establishing an outsourcing partnership with a large Business Process Outsourcer (BPO) that used Parascript software.

Benefit and Result

BCBS outsourced its paper-based membership applications and eliminated backlogs, realizing significant cost savings and increased sales. BCBS estimated total cost savings around 30 percent.

Eliminating Form Processing Backlogs

In order to implement a solution that eliminated backlogs, kept processing turnaround time constant and phased out dependency on hiring untrained temporary personnel, BCBS established an outsourcing partnership with a large Business Process Outsourcer (BPO) that used Parascript technology. A turnkey solution was implemented to handle the P.O. box pick up, mail processing, preparation, scanning, data capture, quality assurance and conversion of forms to their Electronic Document Indexing (EDI) format.

After collecting forms from the designated PO Box, the BPO scanned them, grouped them in batches and sent batched images to Parascript's processing center. There the images were processed through Parascript's recognition server. Using state-of-the-art recognition technology, information was extracted from the document image and then checked against custom vocabularies and databases. Once the recognition was complete, Parascript sent both data that was recognized by the system and information that did not meet the necessary threshold levels. Information that was not recognized was automatically forwarded to the BPO verification personnel where experienced operators verified the data using Parascript keying tools. Once properly formatted, the data was quickly transmitted back to BCBS for use.

Significant Cost Savings and Increased Sales

BCBS outsourced its paper-based membership applications and eliminated backlogs, realizing significant cost savings and increased sales without concern for application log jam and member dissatisfaction. BCBS estimated total cost savings at around 30 percent.

With Parascript's Intelligent Recognition™ technology, processing speeds were significantly increased with lower data entry costs--benefits that were passed directly to the customer. In addition, the accuracy, security and confidentiality levels required by BCBS were met and exceeded.

BCBS outsourced its paper-based membership applications to a BPO that uses Parascript technology, eliminating backlogs and realizing significant cost savings.

About Parascript

Parascript supplies the digital workforce with document automation solutions focused on improved business processes. Parascript provides advanced capture leveraging machine learning with real-time adaptability and zero configuration. Our software offers easy-to-use, image-based analysis, classification, data location, extraction and verification. More than 100 billion documents for financial services, government organizations and the healthcare industry are analyzed annually by Parascript software.