



Health Care Insurance Leader Eliminates Enrollment Application Backlogs



How ParaScript's Intelligent Recognition™ technology helped Blue Cross Blue Shield cut total processing costs by 30%.

The Challenge

Blue Cross Blue Shield processes millions of medical claims annually, with claim volumes climbing every year. The company needed to eliminate enrollment application backlogs, hold processing turnaround times steady and end its dependence on untrained temporary personnel during volume spikes.

The Solution

BCBS established a partnership with a large Business Process Outsourcer (BPO) using ParaScript technology. The turnkey solution covered the full pipeline: pickup, mail processing, preparation, scanning, data capture, quality assurance and conversion to BCBS's Electronic Document Indexing (EDI) format.

The Benefits

~30% total cost savings across application processing

Backlogs eliminated with consistent turnaround times

No more temp dependency for volume surges

Increased sales with no slip in member experience or operational standards

The Challenge in Detail

As one of the country's leading health insurance providers, Blue Cross Blue Shield sits at the center of a paper-heavy enrollment process governed by strict regulatory requirements. Membership applications arrive continuously, with sharp spikes during open enrollment periods, and every form contains personally identifiable health information that makes accuracy and confidentiality essential.

The operational pattern that had developed in response was unsustainable. As volume rose, BCBS leaned on temporary staff to absorb surges, which introduced training overhead and risk. Backlogs grew during peak periods, extending turnaround times and delaying enrollment for members. BCBS needed a way to scale their capacity in a way that didn't depend on adding headcount and didn't compromise on accuracy and security.

~30%
estimated total
cost savings

Millions
of claim processed
annually

Zero
backlog after
deployment





The ParaScript Solution

BCBS partnered with a large BPO that relied on ParaScript technology. After collecting forms from the designated P.O. box, the BPO scanned and batched the images, then sent them to ParaScript's processing center. ParaScript's recognition server extracted information from each document image and validated it against custom vocabularies and databases. Data that cleared the confidence threshold was returned to BCBS automatically, while data that didn't was routed to BPO verification staff who reviewed it using ParaScript keying tools. Once formatted, the data was transmitted back to BCBS for use.

The Key Benefits

Significant Cost Reductions: BCBS estimated total cost savings around 30% across its application processing operations, with savings passed directly to members.

Backlogs eliminated: BCBS cleared its existing backlog and now processes incoming volume in real time, even during peak enrollment periods.

Consistent Turnarounds: Processing times held steady regardless of volume, giving BCBS predictable operational performance.

Reduced Sales Friction: Faster, more reliable processing meant no enrollment delays and no member dissatisfaction tied to backlogs.

Standards Exceeded: ParaScript's accuracy, security and confidentiality met or exceeded BCBS's strict requirements for handling sensitive member data.

Workforce Stability: BCBS ended its reliance on hiring and training temporary staff to absorb volume surges, eliminating a recurring operational struggle.

