ParaScript®



From Weeks to Minutes: How Matrix Imaging and ParaScript Revolutionized Healthcare Claims Processing

Matrix Imaging Products, Inc. is a healthcare-focused systems integrator and value-added reseller with 30 years of experience helping organizations manage, organize and secure their most critical information.

Based in California, Matrix has served some of the largest names in healthcare, including Kaiser Permanente, Cigna, Orange County Healthcare, Molina Healthcare, UCLA Health and the County of Los Angeles. The organization has been cloud-hosting sensitive client data since 2001, long before the term "cloud" became a buzzword.

The Challenge: A Process Breaking Under Its Own Weight
For years, healthcare claims processing companies had been farming out the capture of HCFA/CMS-1500 and UB-92 billing forms to third-party vendors. These forms are the lifeblood of medical billing because every hospital visit, every procedure and every insurance claim flows through them. But the outsourced model was cracking.

Quality was poor. Turnaround was slow. And as HIPAA enforcement tightened, the compliance implications of sending sensitive patient health information offsite became impossible to ignore. So for many organizations, offshore processing went beyond inefficient to become an actual liability.

Matrix IMAGING 30 YEARS

When Matrix's long-standing healthcare clients came to them with a new problem, the ask was clear: bring this processing in-house and make it work.

"The customers had been farming out these HCFA and UB forms, and they were just not satisfied with the quality. So they came to us for help," said Ed Berkowitz, VP of Operations at Matrix. "These have been customers of ours for 20 years. We made the required adjustments within our team and came together with a solution that worked for everyone."

The forms themselves made the challenge even steeper. A standard HCFA/CMS-1500 contains dozens of fields, and the UB-92 claim form has a whopping 86 separate numbered fields and spans multiple pages. Additionally, fields shift position depending on the type of visit. So for example, an anesthesia start time might appear in different locations on different forms. Logic has to account for all of it.

With staff manually keying data into claims systems, one healthcare company had two to three employees spending an entire week to process data from 4,000 forms per month—an annual labor cost estimated at $150,000. On top of that, they still faced a compliance clock: claims had to be fully processed within a narrow window or the company risked fines.

Something had to change.

The Evaluation: Why Other Solutions Fell Short
Matrix didn't come to ParaScript immediately. They evaluated every option available, like AI platforms from major cloud providers, competing OCR solutions and tools from multiple vendors. None of them could deliver what Matrix was looking for.

Berkowitz said off-the-shelf OCR tools could read text, but they couldn't map it. Getting a name back from a scan is one thing. Knowing that the name belongs in a specific indexed field, and that it has to pass validation rules before it gets there, is something else entirely.

ParaScript's FormXtra.AI SDK came with pre-built HCFA and UB-92 applications containing approximately 20,000 validation rules which were already built, already tested and already handling the exact complexity Matrix needed.

"At times you receive a lot of unusable, unstructured data," Berkowitz explained. "You just get all the letters on the page. ParaScript's pre-built applications assign the OCR value to the correct field. And within that, there are rules: it has to be letters, it has to be a valid name. For addresses, it actually hits the U.S. Postal Database and pulls back verified addresses."

"Selecting ParaScript was an obvious choice," stated James Linhart, CEO of Matrix Imaging. "The implementation process was effortless, with comprehensive solutions that were already established. There was no need to develop new approaches from scratch."

The Solution: Local, Secure and Fully Automated
Matrix deployed FormXtra.AI on a dedicated web-based server at each client location. The workflow was straightforward by design.

Staff at the client site scan physical documents using existing scanning equipment or optional lease equipment via Matrix Imaging. Those scans move automatically into a ParaScript processing queue. FormXtra.AI then extracts and maps each field, validates data against its built-in rule set and runs address verification against the USPS database. Matrix's custom export scripts then format the structured data to match each client's claims ingestion system (e.g., EZ-Cap) and deliver the file automatically.

A copy is stored in Matrix's HIPAA-compliant, SOC 2-certified cloud environment. Physical documents never leave the client's facility, Matrix staff cannot access clients' protected health information, and every action is logged and auditable.

"From the paperwork to their claims system, everything is local," said Berkowitz. "The paper is secured. The data is secured. They have full control of their files. It went from unstructured and unusable data to a nice, clean and secure solution."

The UB-92 logic that stumped other platforms was handled by FormXtra.AI's built-in rules. For multi-page UB forms, the system recognizes the full document and avoids duplicating header data across pages, pulling only the unique procedure line items from each subsequent page. Fields like anesthesia start and end times, which can appear in different positions depending on the provider, are located and captured automatically regardless of placement.

Berkowitz said internal testing took approximately one month. After that, Matrix passed the system directly to customers for user acceptance testing, using real documents and real feedback to fine-tune field configurations and export formats over three to four months. The result was a production-ready system that was both efficient and flexible.



"When we identified a few minor issues, we simply opened a support ticket, and ParaScript responded promptly," said Berkowitz. "They connected us with an excellent support representative who was highly familiar with the process. Whenever we needed assistance or had questions, we received timely and effective support."

The Results: The 30-Minute Miracle

The transformation at Matrix's first client was immediate and measurable. Under their old process, it took two to three employees an entire week to capture and key a month's worth of form data (about 4,000 forms). Today, one employee completes the same work in just 30 minutes. That's not an estimate, either.

"ParaScript's system has logging, so when a client asks me to run a report, it shows the exact number of keystrokes and amount of time it takes to batch everything," said Berkowitz. "So they can see a definitive and quantifiable improvement."

"Sharing this success story with prospective customers makes a significant impact," Linhart added. "The time savings may seem almost too substantial to be true, but they are fully supported by our results."

Additional results from the deployment include:

- 70 HCFA forms processed in an average of 17 minutes
- Average keystrokes per page reduced to approximately 17, down from hundreds under manual entry
- Annual labor costs for forms processing slashed from an estimated $150,000 to a fraction of that figure

The Partnership: Stability and Support

Beyond the quantitative results, both Linhart and Berkowitz emphasized a less tangible, but equally important, advantage: ParaScript is straightforward to work with. Its technical support is responsive, and the product consistently delivers on its stated capabilities. In an industry where vendors may overpromise and underdeliver, that level of reliability and ease of collaboration is especially valuable.

"Over the years, we've worked with countless software vendors, and we've encountered our share of misleading claims and products that failed to meet expectations," said Linhart. "That's why it's been such a pleasure to work with ParaScript. Its reliable, stable product makes it easy to provide support, and the quality speaks for itself."

For Berkowitz, the operational simplicity was equally valuable.

"If we need a license, we open a ticket and we get it that day," said Berkowitz. "If we need a new database for the postal verification, same thing. The support was great, and the ease of working with them on the IT side made a real difference."

What's Next: The Local Competitive Edge

Matrix went from one forms processing client to four within a year, and they have several more in the pipeline, driven largely by word-of-mouth from existing clients. Linhart said he has a clear goal of making healthcare claims automation a primary driver of his business. The infrastructure is built and the process is proven. And for Matrix, the ultimate competitive edge isn't just speed and accuracy. It's the security of a 100% onshore solution.



"Not having to go offshore is a huge deal," Linhart emphasized. "We want to work with the companies that don't want to run that security risk just to save a few bucks, especially when this automated, local solution is actually less expensive than the alternative."

The Matrix team sees this as the new gold standard for healthcare BPOs and providers who are tired of balancing budget against compliance.

"We offer a comprehensive solution that manages the entire process from start to finish," said Linhart. "That includes everything from handling physical documents to creating clean, organized and secure digital records. This solution addresses the needs of companies seeking measurable returns, robust security and HIPAA compliance. By demonstrating its value, reliability and ability to support the protection of sensitive health information, we are well positioned to accelerate adoption among new clients."

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