



Leading health insurer improves client service and increases competitiveness with high-speed scanning and intelligent document processes.

ABOUT HELSANA GROUP

The Helsana Group is Switzerland's leading health insurer. The company provides comprehensive insurance for corporations and individuals with a wide range of health and accident policies. With an annual income of 5.7 billion Swiss francs, Helsana occupies a leading position in the Swiss insurance market and employs over 3,000 employees. The Helsana protects nearly 1.9 million individuals in Switzerland against the financial consequences of illness, accident, maternity and old age and insures over 50,000 organizations against the economic consequences of loss of work due to sickness or accident.

“Our DICOM-ibml solution not only contributes significant cost savings. Thanks to the ability to extract information early in our centralized scanning process, we have increased quality throughout all of our processes – a significant achievement for Helsana.”

Urs Zech, Helsana Group

BUSINESS REQUIREMENT

As the leading Swiss health insurer, Helsana not only must provide a best-in-class portfolio of insurance services but also needs to ensure excellence across its operations to maintain a competitive edge. Today's customers are much more informed about insurance services. Policy comparisons and review sites are easily accessible via the web, which provides clients with an open forum to voice their satisfaction – or lack of it – with their

insurance provider. Customers also now have greater choice and flexibility in choosing an insurer. Finally, new entrants to the insurance market – often from the low-price segment – place significant pressure on premium providers. Therefore, customers set high standards when engaging with an insurance provider - from initial application to managing customer information to submitting a claim. If an insurer wants not only to survive in a competitive market but also to sustain its

growth and increase profits, it is essential to continuously review and optimise core business processes.

Helsana annually receives and processes over 8 million paper documents containing more than 17 million pages. Incoming mail – including regulatory proposals, invoices, contracts and many other documents - was sent either to corporate headquarters or to a branch office, where employees received, processed and archived the documents. Helsana realized their existing

SCANNER

2x ibml ImageTrac 5475

CAPTURE SOFTWARE

ibml SoftTrac

WORKFLOW SYSTEM SOFTWARE

Insiders Smart-FIX solution



process launched successfully without interruption of service. DICOM is providing a long-term service contract for Helsana which guarantees a rapid response time in the event of a service interruption or equipment related issues.

process for managing inbound documents was labor-intensive, time consuming and prone to error. By streamlining operations, Helsana could reduce processing time, errors and costs, resulting in benefits for both employees and customers. A faster, more agile method for processing client documents would also improve Helsana's image as a service-oriented company and enhance its leadership position in the market.

Urs Zech, Head of Incoming Post, initiated a project to digitize all incoming documents and streamline Helsana's paper-based business processes. The project would consolidate all inbound post to a central mailroom, redirecting incoming documents from branch offices to Helsana's Dübendorfer headquarters for handling and processing. The documents would then be scanned by high-speed scanning equipment, converted to digital format and then processed using an advanced capture solution – all of which would be part of the corporate IT infrastructure.

THE SOLUTION

Because of the high document volumes and project complexity, Helsana issued stringent requirements for their digital mailroom project – quickly reducing the number of potential suppliers who could deliver to their specifications. As Herr Zech reports, "Our list of requirements not only included specifications concerning capacity and document volume - we also required trusted, best-in-class technology.

Due to the magnitude of the project, we placed great emphasis and strict guidelines for ensuring the highest possible level of service and flexibility. In addition, our chosen solution partner must have had proven success with similar projects and also provide a seamless integration to our existing back-end systems. We selected DICOM, who delivered a total solution based on ibml's high-speed ImageTrac scanners and SoftTrac capture software. Furthermore, DICOM created the ability to generate for each digital image a unique stamp which referenced the original document; this customized solution was a strong, very unique selling point for DICOM."

The first step in the project was to install two ibml ImageTrac 5475 scanners; the new ibml scanners replaced five older machines from another vendor which had been used only to archive documents. Next, the project team implemented an import process for Helsana's Insiders smart Fix workflow solution, whereby the digital information generated by the scanners would feed through to other business processes and workflows. The project team not only implemented and tested the new scanners and capture software, they also supported the process changes. Once the project was ready to go live, instructions were sent to national carrier Swiss Post to redirect all of Helsana's incoming mail (letters, other post) to the Dübendorfer headquarters. With world-class support from the DICOM project team, the new

THE RESULT

The project was a success, with Helsana realizing positive results and operational savings immediately upon launching the new solution. According to Herr Zech, "Previously, six employees were fully utilized simply to archive documents. Today, our entire document volume is managed by only three employees – this includes the end-to-end process from receipt of inbound mail to routing information to archiving documents. Previously, archiving the documents was very time-consuming and labor intensive, consuming a major part of our operational capability. With our new process, information from incoming documents is extracted by SoftTrac immediately upon receipt, then validated and delivered in record time to the relevant personnel. Also, we can now reliably capture up to 120,000 documents during peak times, fully meeting processing requirements. Our DICOM – ibml solution not only contributes to cost savings and positively impacts our bottom line; by centralizing our scanning and capturing information early in the process, we have significantly increased our quality throughout the entire operation. With manual processing of documents, it is almost inevitable that errors occur; now, they are reduced to a minimum. And because our customers now experience significantly faster processing of applications and requests, our rapid response times and higher service levels give us an advantage over our competition – a great outcome for Helsana!"