

SYKES-HEALTH PLAN SERVICE BUREAU DELIVERS RESULTS WITH OCR FOR ANYDOC®

At A Glance

SYKES-HEALTH PLAN SERVICE BUREAU, INC.

Industry

Healthcare Service Bureau

Challenge

As SHPS' business grew, they needed a solution to boost productivity and deliver results to their Fortune 500 clients. Since they process thousands of different health and benefits forms daily, they needed a flexible solution to meet their expanding business demands.

Solution

SHPS uses OCR for AnyDoc® technology for in-house functions and realized its potential to solve their issues with customers. Now the service bureau uses the AnyDoc solution to offer automated forms processing to its clients and maximize turnaround.

Benefits

- Job efficiency for data entry personnel increased up to 50%.
- Labor costs were drastically cut by streamlining staff from 38 to 24.
- Number of forms processed weekly doubled, increasing productivity.
- Programming time was significantly reduced.

Future

SHPS will continue to use OCR for AnyDoc to stay ahead of its competition and provide outstanding service to its clients. With the use of the AnyDoc solution, SHPS can offer forms processing services to its clients for only 10-15% of the cost for a company to implement its own in-house imaging system.

Sykes-Health Plan Service Bureau, Inc., (SHPS) is not shy when it comes to implementing high-tech solutions to streamline its business. For the Louisville, KY-based provider of outsourced healthcare and benefits management services, efficient, accurate and speedy automated forms processing is strategically important. The company's focus is on delivering results to its clients, which include Fortune 500 companies like Lucent Technologies as well as big name insurers like BlueCross and BlueShield companies, US HealthCare and Prudential.

SHPS processes thousands of different health- and benefits-related forms for its clients daily. With varying degrees of complexity these forms include: COBRA and HIPAA documentation, Flexible Spending Accounts, general healthcare benefits, physician medical protocols, utilization and case management, as well as HCFA/CMS-1500s and Explanation of Benefits (EOBs).

Not a Bad Problem to Have

As SHPS continued to draw well-known, established clients with big needs, it faced an important decision—how to accommodate all the new business. Business was good, but SHPS knew it had a potential problem and wanted to be careful about the solution it chose. And since forms processing was a major component of its business, employees faced an ever-increasing amount of work. Management began looking for ways to ease the load while continuing to grow the business. SHPS needed a solution that would offer the broadest range of applications for forms processing. An innovative product called OCR for AnyDoc offered that, and more.

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SHPS found the answer in this pioneering software developed by AnyDoc Software, Inc. First introduced by Tampa, FL-based AnyDoc in 1991, it quickly became a leader in the forms processing marketplace winning “Product of the Year” as well as the Editor's Choice award from *Imaging & Document Solutions* magazine in 1992, 1998 and 1999. The data capture software for paper documents automates data entry, taking data from paper and facsimile to ASCII text. With such an efficient business tool, SHPS could then store the data in a database and access it when needed.

A Tool for Maximizing Efficiencies

SHPS first implemented OCR for AnyDoc in 1997, using the forms processing software for in-house functions. Soon, however, it realized it could package the applications of OCR for AnyDoc and offer it as a service to its customers. Todd Bartlett, vice president of Carrier Support Operations, is responsible for the software's usage. He gives a rundown of the state-of-the-art, high-speed, high-accuracy equipment used in his department: two Kodak 5500 D scanners, several servers, optical storage, CD-ROM burning and duplication equipment.

State-of-the-art operations are critical to SHPS' business allowing it to meet heavy demands and maximize turnaround time to its clients. SHPS' systems department is totally self-sufficient, staffed with certified technicians that respond instantly when an issue arises. Bartlett notes, "We've got the latest in digital imaging technology, the latest and greatest in PC technology and OCR for AnyDoc is a part of that."

He says the main reason for choosing OCR for AnyDoc was the functionality of the software. "It gives us a lot more flexibility than we used to have and greatly reduces programming time," he adds. SHPS found the AnyDoc solution differs from other form design technology in that it is extremely user-friendly and therefore highly preferable to other products. OCR for AnyDoc produces results for SHPS, as well as their clients.

A Tool for Achieving Results

With OCR for AnyDoc, Bartlett streamlined his staff to 24, down from 38, while doubling the number of forms processed weekly to 43,000. "In the end," he says, "we've gained 30 to 50% efficiency in all of our data entry folks' ability to get the job done."

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Another benefit of the software is its adaptability. SHPS is now on its third generation of upgrades for OCR for AnyDoc. With each generation it becomes more user-friendly and has a higher level of functionality. All application development of the product is done in-house with two developers devoted full-time to tweaking OCR for AnyDoc templates to fit SHPS' expanding applications.

Creating Additional Value

SHPS has devised another way of growing business based on the huge demand for imaging systems. Instead of buying an imaging system, companies can utilize SHPS services and get their data back in a manageable form. Here SHPS can provide the service at 10 to 15% of the cost of purchasing an imaging system outright.



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**– Todd Bartlett, vice president
of Carrier Support Operations,
Sykes-Health Plan Service Bureau, Inc.**

What's Next?

Bartlett says his department's forms processing business makes up about 5%, or \$5 million, of SHPS' overall business. But it's been growing at a steady clip of 20% annually. "And that's without an aggressive marketing plan," says Bartlett. This year he's anticipating growth will jump to 50%.

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Always on the lookout to further automate processes, SHPS will continue to use OCR for AnyDoc to enhance its service offerings to its clients. In order to gain market share in the future, SHPS, Inc. has to outthink, outperform and outmaneuver its competition. OCR for AnyDoc has become a critical tool in that process. Says Bartlett, "It's one of the first tools we break out of the toolbox."

NOTE: SHPS, Inc., formerly Sykes-Health Plan Services, is a subsidiary of Tampa, FL-based Sykes Enterprises, Inc. (Nasdaq: SYKE), a global leader in providing vertically integrated, technology-based solutions worldwide. For more information, visit the SHPS Web site at <http://www.shps.net> and the Sykes Web site at <http://www.sykes.com>.

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Contact Us

info@anydocsoftware.com

U.S. Headquarters

AnyDoc Software, Inc.
One Tampa City Center, Suite 800
Tampa, FL 33602-5157

Located at

201 N. Franklin St, 8th Floor
Tampa, FL 33602-5157
Phone: +1 813 222 0414
Fax: +1 813 222 0018

Swiss Office

AnyDoc Software GmbH
Baarerstrasse 10
CH-6300 Zug
Switzerland
Phone: +41 41 729 63 33
Fax: +41 41 729 63 34

UK Office

AnyDoc Software Ltd.
Herschel House
58 Herschel Street
Slough, SL1 1HD
United Kingdom
Phone: +44 175 355 2205

German Office

AnyDoc Software Deutschland GmbH
Hagenauer Strasse 47
D-65203 Wiesbaden
Deutschland
Telefon: +49 241 446 7717

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