EMC CAPTIVA SOLUTIONS FOR HEALTHCARE

EMC²®

Major advances in medical technology within the last several years have led members of an aging population to significantly raise expectations for the quality of care they receive and the cost at which they receive it.

Competition within the healthcare industry and the increasing multimedia nature of health information has forced both payors and providers to rethink the way they handle patient data. The federal government's push for universal electronic healthcare records within the next 10 years is spurring more and more hospitals and insurance companies to implement input management solutions to address these growing challenges.

INTELLIGENT ENTERPRISE CAPTURE SOLUTIONS FOR HEALTHCARE SERVICES LEADERS

EMC is the leading global provider of intelligent enterprise capture solutions used to capture documents, process forms, and distribute incoming data regardless of source or format. EMC provides solutions specifically engineered to help the healthcare industry speed cycle times and eliminate manual data entry. The results: decreased operating costs and an increase in data accuracy that will enhance productivity and improve customer service for both healthcare payors and providers.

Leaders in the healthcare services industry use EMC® Captiva® to capture documents such as claim forms or medical records; classify the documents by type and priority; extract the data they contain; and validate the information being extracted. The information is then exported in a variety of formats to claims processing or health information management (HIM) systems.

THE CLEAR MARKET LEADER

More than 5,000 companies and government agencies use EMC Captiva solutions to process millions of forms and documents every day. EMC Captiva counts 15 of the top 25 companies in the Fortune 500 as customers, and serves businesses in the insurance, financial services, government, and healthcare industries, in addition to many others. Whether your organization is just exploring the use of enterprise capture or looking to replace an outdated capture system, EMC and its partners are here to help.

SOLUTIONS FOR HEALTHCARE PAYORS

Offering high-quality health insurance is a complex business. Increased regulatory measures, rising costs, and growing service expectations are just a few of the many challenges facing healthcare payors today. EMC provides healthcare solutions that ensure the security of private information, streamline claims processing, and speed access to customer information. Captiva healthcare solutions allow payors to:
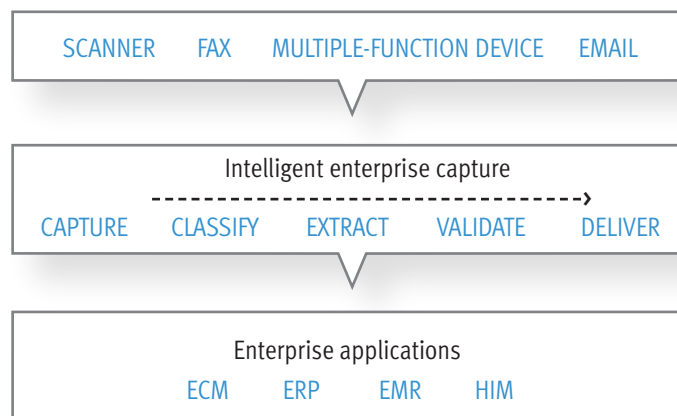
• Reduce the labor costs associated with processing claims
• Utilize a single platform for all incoming data sources, including fax, email, web forms, and more
• Increase accuracy and timeliness of payments
• Reduce the costs of paper storage and document retrieval
• Comply with HIPAA requirements

SOLUTIONS FOR HEALTHCARE PROVIDERS

Advances in medical technology and rising customer expectations are driving healthcare organizations to become more efficient and offer increased services on tighter margins. Captiva helps healthcare providers remain competitive and combat the growing cost of reimbursement processes by decreasing claim denials, improving data accuracy, and enhancing records management to facilitate HIPAA compliance. EMC Captiva healthcare solutions allow providers to:

• Reduce the number of posting errors
• Reduce claim denials
• Reduce the costs of paper storage and retrieval
• Comply with HIPAA requirements
• Automatically populate electronic health records

SCANNER   FAX   MULTIPLE-FUNCTION DEVICE   EMAIL

Intelligent enterprise capture

CAPTURE   CLASSIFY   EXTRACT   VALIDATE   DELIVER

Enterprise applications

ECM   ERP   EMR   HIM

From capture to benefit: intelligent enterprise capture for healthcare companies

SOLID, PROVEN VALUE PROPOSITION

EMC Captiva intelligent enterprise capture solutions serve as a single point of entry for content entering healthcare organizations, applying uniform business rules to all incoming information streams. By leveraging a sound intelligent enterprise capture platform, businesses will:

• Reduce operating costs by automating manual tasks and deploying a single intelligent enterprise capture platform to manage all incoming information streams
• Improve data quality by reducing manual data entry errors and expensive exception processing
• Accelerate business processes by providing unique insight into workflows and business trends
• Reduce total cost of ownership by integrating seamlessly with all enterprise applications for increased operational performance
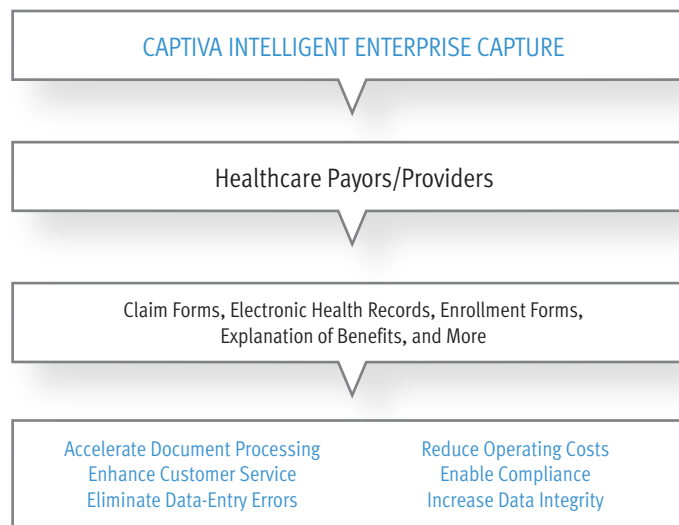• Realize a full return on investment—achievable in as few as 12 months

SEAMLESS SYSTEMS INTEGRATION

Systems integration is one of the biggest concerns facing the healthcare industry today. Choosing a single intelligent enterprise capture platform that is capable of capturing all incoming information from forms, unstructured documents, faxes, email, and other data streams and exporting it to a variety of enterprise applications is the crucial first step in a complete health information management system. Captiva healthcare solutions provide seamless integration with electronic healthcare records (EHR) and electronic medical records (EMR) systems—allowing organizations to achieve measurable information lifecycle management process improvements that can grow and scale to address the complex requirements of competitive businesses today and evolve along with them to address the new challenges of tomorrow.

PROCESSING EXCEPTIONS

More and more, organizations within the healthcare industry are being forced to contend with forms and documents that are not part of an EHR system as a measure of cost containment. Information from explanation of benefits (EOB) forms and invoices from outside vendors are just a few examples of incoming documents that fall outside of the practice management and claims processing functions that are typical of healthcare organizations. EMC Captiva healthcare solutions go beyond departmental point solutions to act as a single point of entry for all information entering the organization, regardless of source or format.

CAPTIVA INTELLIGENT ENTERPRISE CAPTURE

Healthcare Payors/Providers

Claim Forms, Electronic Health Records, Enrollment Forms, Explanation of Benefits, and More

Accelerate Document Processing	Reduce Operating Costs
Enhance Customer Service	Enable Compliance
Eliminate Data-Entry Errors	Increase Data Integrity

Putting EMC Captiva intelligent enterprise capture to work

"We have audit trails for paper records now, and we're capturing every unique form related to a case in the electronic chart. The bottom line is we're enhancing patient care, and improving case management for our nurses and therapists."

JOHN EID, DIRECTOR, INFORMATION SYSTEMS, COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC HEALTH

Partnering for success

EMC partners provide customers with all of the necessary elements for a complete end-to-end content management solution. By working closely with our network of value-added resellers, system integrators, distributors, and other technology partners, EMC is able to provide an optimal solution for every customer, with solutions ranging from the most basic implementations to high-volume, enterprise-wide systems backed by comprehensive professional services programs.

OUT-OF-THE-BOX FUNCTIONALITY, ENTERPRISE-WIDE SCALABILITY

Built on a modular architecture, Captiva intelligent enterprise capture solutions can be deployed individually on a departmental level or as a complete, enterprise-wide capture system. From easy-to-deploy departmental solutions to fully scalable, enterprise-wide document and data capture solutions, Captiva solutions address the full range of enterprise capture needs.

ONGOING SERVICE AND SUPPORT

A successful intelligent enterprise capture deployment is not built on software alone. EMC Professional Services is committed to understanding the specific needs of the most discerning customers, and to providing custom implementation and installation services that satisfy individual requirements. With a focus on a production-ready viewpoint, EMC Professional Services emphasizes analysis and design, and employs a proven methodology to help implement custom data and document capture applications. Fully customizable, all EMC capture solutions come backed with EMC support designed to satisfy each client's needs, no matter how specialized.

Southern California Physicians Managed Care Services reduces claims processing turnaround times by nearly 75 percent and saves $100,000 per year

• Eliminated outsourcing to save $100,000 per year
• Claims process reduced from 40 days to five days
• Claims are now processed with an accuracy rate exceeding 99 percent
• Complete ROI in nine months

THE COMPLETE EMC CAPTIVA INTELLIGENT ENTERPRISE CAPTURE SOLUTION SUITE

ENTERPRISE DOCUMENT CAPTURE
Fully customizable document capture designed to retrieve business-critical information from semi-structured and unstructured documents

FORMS PROCESSING
Enterprise-level document capture and indexing capabilities for structured forms

INVOICE PROCESSING
Automated invoice capture designed to reduce cycle times and eliminate manual data-entry errors

INTELLIGENT DOCUMENT RECOGNITION
Automatic document classification, data extraction, and routing of information to the appropriate systems, business processing workflows, and departments

DISTRIBUTED CAPTURE
Front-end distributed capture for capturing and submitting scanned images or electronic files from remote locations via a simple Internet connection

IMAGING STANDARDS
Industry-standard for enterprise-level scanner drivers that unite scanners and software applications, as well as software developer kits that enable developers to quickly customize the products to meet their business needs

APPLICATION MONITORING
Complete solutions for actively monitoring the entire enterprise capture environment

PREMIUM SERVICES
Custom application, implementation, and installation services to satisfy customers' individual requirements

CONTACT US
For more information about how EMC Captiva intelligent enterprise capture solutions can help your business save time and money and increase efficiency, visit emc.com or call 800.607.9546 (outside the U.S.: 1.925.600.5802).

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