

Insurance Claims Processing Solution

Crown Partners and EMC process automation solution for the insurance industry transforms paper into information

The Big Picture

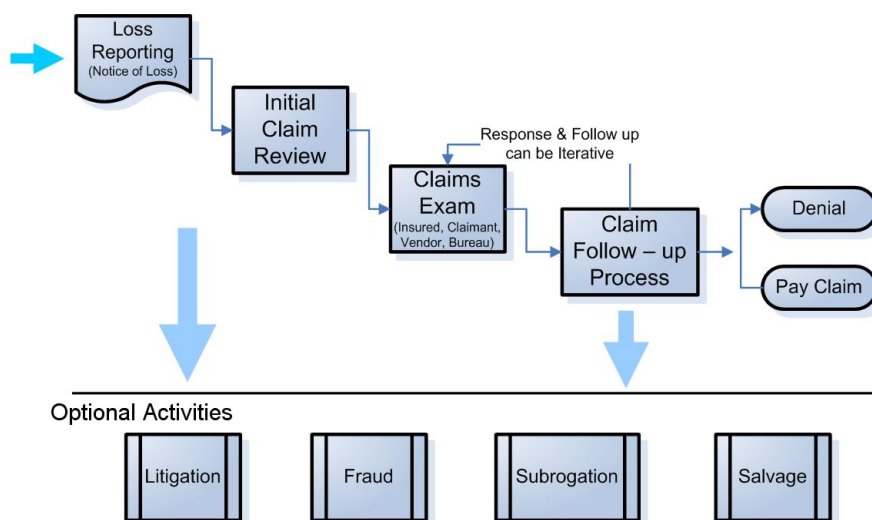
- Increase business process throughput up to 300 percent
- Reduce compliance risk and liability
- Reduce loss adjustment expense up to 15 percent
- Dramatically reduce paper handling and storage costs
- Maximize productivity with improved role-centric business processes
- Reduce deployment cost and risk

Competitive gains through process efficiency and technology

In today's diverse claims processing environment, insurance companies face many challenges: increasing labor costs, increasing paper handling costs, risk mitigation, stringent regulatory compliance requirements, fraud detection, process inefficiencies, system unavailability, and others. In order to remain competitive, insurance companies must be able to introduce products quickly at market-level pricing while maintaining greater margins. To do this, they need technology that allows them to automate and streamline business processes in order to eliminate inefficiencies and provide a better customer experience.

The limits of traditional claims processing

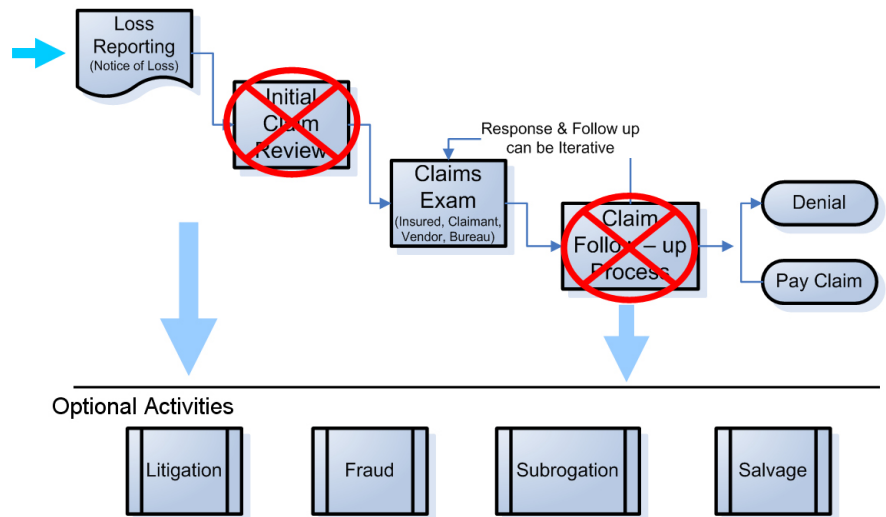
Insurance claims processing traditionally has been a paper-based, labor intensive, serial process that requires redundant verification of work done by others to reduce the costly errors inherent to a manual process. Multiple handoffs and approvals are required to complete claims transactions, increasing the cost and time required to complete each transaction. Where automated systems do exist, they typically operate in non-integrated silos, where pertinent information is difficult to locate and access, and may not be readily available to all parties involved in the process. As a consequence, worker productivity suffers, the cost of claims processing increases, and customer satisfaction levels are affected. In addition, the reporting data available is incomplete and historical rather than holistic, handcuffing management in its ability to react to changes in the business.



A non-automated claims process with manual steps and multiple touchpoints

Crown Software and EMC: Conquering the paper mountain

The Crown DigiFirst Claims Extension and EMC® Documentum® Insurance Claims Processing solution provides a comprehensive environment for managing the business processes for capture, workflow and business rules, and management reporting needs of insurance companies. Tight integration with best-of-breed intelligent capture, business process management rules engines, and content management provided by the Documentum platform delivers a complete and paperless workflow solution for insurance claims processing to transform paper into information.



An automated claims process with manual activities eliminated for a streamlined process

Crown DigiFirst Claims Extension reduces the deployment time and effort required to gain the many benefits of the Documentum Insurance Claims Processing solution. It also simplifies the integration with any current end-user claims management system. The product's preconfigured streamlined workflows, or "quickflows," help reduce the effort required to define and manage workflows. DigiFirst serves the needs of all types of insurance processing, including P&C (Home, Auto, and Commercial), Workers Compensation, Life, and others.

EMC Documentum transactional content management solutions provide an ideal foundation for claims processing by allowing organizations to efficiently and automatically capture data and streamline the claims process. The underlying transactional content management platform has been successfully deployed to handle underwriting, new policy issuance, accounts payable and accounts receivable, and contracts management, in addition to claims processing.

The Crown and EMC claims solution uses EMC Captiva® to scan images or electronic claims documents, clean and index them, and immediately store them in the secure Documentum repository. DigiFirst then recognizes the type of claim—based on configurable business rules management systems—and initiates the appropriate workflow automatically. Each participant in the claims review process proactively receives the right materials at the right time, enabling quick and efficient process completion.

Solution benefits

The Crown and EMC claims solution delivers process efficiency and enhanced visibility to your claims processing operation. According to Palo Alto Research Center (PARC), claims management accounts for 70 to 90 percent of an insurer's administrative overhead. Once deployed, the Crown and EMC solution can achieve up to a 300 percent improvement in process yield. This benefit means that you can accomplish significantly more work in the same amount of time, without adding staff, for less cost. In addition, quickflows provide more precise claims process modeling, which accelerates your time to revenue and builds a solid platform to quickly move into new lines of business as opportunities present themselves.

Productivity enhancements are realized by all three major participants in the claims process: claims administrators, process managers, and technical staff.

- Claims administrators get exactly what they need to do their job when they need it, reducing processing time and increasing the customer experience when responding to inquiries.

Claims management accounts for 70 to 90 percent of an insurer's administrative overhead.

Source: Palo Alto Research Center

- Process managers gain flexibility when defining and modifying processes, and gain greater visibility into process efficiency and worker effectiveness. The solution gives them the tools to make improvements and deploy resources based on current business requirements, increasing productivity and throughput.
- Technical staff and IT resources gain control of critical business data through the secure Documentum repository. The risk of data loss and data corruption is reduced and the ability to adhere to regulatory requirements and to respond to legal requests is streamlined—all through tight integration with industry leading EMC transactional content management products.

Interrupting critical paper-based processes for any length of time is an unwelcome prospect for any organization. The Crown and EMC solution is targeted to fit 80 percent of typical claims processing requirements out of the box—reducing deployment time, cost, and risk. It provides an expeditious, low-risk path to an automated digital environment where companies can quickly realize both paper handling and storage cost savings provided by the solution.

Solution components:

- EMC Captiva
- EMC Documentum
- Crown Partners DigiFirst

A Designed for EMC accredited application

All Crown Partners products meet the demanding criteria required to earn the “Designed for EMC” accreditation. This designation assures clients that Crown products are optimized and aligned with Documentum products and will remain in lockstep with Documentum upgrades. Crown’s investment in the Designed for EMC program is our commitment to the same level of quality and innovation that makes Documentum the industry leader.

Content management solutions from EMC and partners

EMC and partners provide content management solutions that help organizations solve business problems specific to their function or industry. Built on the EMC Documentum platform, and combining EMC and partner technologies and services, these solutions help organizations to streamline and automate processes, increase productivity of teams and individuals, address their information compliance and retention requirements, foster creative work, and lower the cost of operations.

EMC and partner content management solutions are designed to shorten deployment cycles as well. These solutions encompass a full range of integrated EMC products and professional services, combined with EMC-certified partner technologies and professional services. The combined industry experience and process expertise of EMC and our partners help you achieve maximum value in minimum time.

About Crown Partners

Crown provides Enterprise Information Management (EIM) solutions that drive improved business performance through content management and process automation. Crown’s exclusive focus is on engineering premier software solutions and leveraging in-depth enterprise content management (ECM) and business intelligence consulting expertise to produce measurable results for our clients. Our clients have improved productivity, decreased operational costs, and mitigated compliance risk—all through content-enabled solutions implemented by Crown Partners.

About EMC

EMC Corporation (NYSE: EMC) is the world’s leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMC’s products and services can be found at www.EMC.com.



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Take the next step

To learn more about the Insurance Claims Processing solution from Crown Partners and EMC, visit www.EMC.com or call 800.607.9546 (outside the U.S.: +1.925.600.5802).