

## Group Health Cooperative of Eau Claire seeks and achieves greater efficiency, ultimately providing more value to its members and providers

### SITUATION

Group Health Cooperative saw an opportunity to deliver more value by implementing a more efficient document management system to reclaim storage space and make better use of human resources.

### OBJECTIVE

Implement a scanning solution to improve service by increasing the speed of document retrieval, free up work space and improve productivity.

### SOLUTION

**Kodak** Scan Station 100, and SentryFile Document Management System scanning software.

### COMMENTS

"The **Kodak** Scan Station 100 has exceeded our expectations by far. Soon we're hoping to have the technology organization-wide. We've already got a long waiting list of other departments hungry to benefit from using this scanning technology."

~ Sandy Cramer,  
Claims Department Manager,  
Group Health Cooperative  
of Eau Claire

Group Health Cooperative of Eau Claire (GHC) is a health maintenance organization (HMO) that provides care for more than 62,000 commercial and Medicaid members in western Wisconsin. The organization employs approximately 155 individuals at multiple locations in the state.

Prior to converting to its scanning solution from Kodak, GHC stored its paper documents in stacked rows of file cabinets or in a storage room.

"We had staff stuffing manila file folders into banker's boxes and then stacking the boxes up onto shelves," remembers Sandy Cramer, Claims Department Manager. "The process incurred extra labor costs, so we were eager to implement a more efficient system."

Group Health Cooperative wanted to create image files of paper documents to make it easier to document and distribute faxes, medical notes, and other types of correspondence.

"We have to maintain documentation of all notes and correspondence," adds Cramer. "If someone needed to review a document, they had to locate the proper file cabinet or banker's box, find the file folder within the box or cabinet, pull the document, then return the file once they were through with it. We knew a scanner would improve the process."

### Getting more for your money

"Space is at a premium organization-wide," notes Cramer. "We've grown dramatically, and we continue to grow. We wanted to reclaim the space we were using to store documents. We also wanted to minimize how long it took our employees to retrieve documents, in order to give them additional time to perform more value-added functions."

So GHC began conducting demonstrations and ROI analyses with Jim Block, Solutions Sales Engineer, E.O. Johnson Company. Then in early 2006, they decided to move forward — at first in the claims processing department but with plans to later expand into other areas within the organization.

During the initial phase of implementation, GHC purchased a competitor's scanner. While this product served the immediate need, the GHC team quickly realized it would not meet the growing demands and process improvement plans of the organization.

"Then Jim Block provided the **Kodak** Scan Station 100 for us on a trial basis, and we found it to be a far superior option at no additional cost. We've since purchased a second **Kodak** Scan Station 100," says Jessica Waters, Claims Support Supervisor.

## Simplified scanning

Group Health Cooperative uses its two **Kodak** Scan Station 100 units for medical claim forms, enrollment forms, and medical records — and plans to expand to all departments in the near future. “Between the two scanners, we enter approximately 2,500 pages of documents into our network software solution on a daily basis,” notes Waters.

Documents arrive at GHC’s office and are batched by type and given cover sheets. The batches are then indexed, scanned, converted to FTP files, and automatically filed into electronic “filing cabinets” using SentryFile Document Management System scanning software.

The software system restricts access to the documents to only authorized users to help ensure confidentiality and compliance with HIPAA regulations. With this virtual file system, GHC was able to reclaim the space previously occupied with paper files.

## Time (and space) is money

Group Health Cooperative has realized many cost-saving efficiencies since implementing its new scanning and information management system.

### Space

“In the claims department alone, we’ve eliminated the need for 14 full-size file cabinets!” cheers Cramer.

### Resources and time

“When an extremely busy staff member needs to review a document, he or she simply reviews it online, in real-time, and then closes out. This relieves our nurses and doctor, for example, from physically retrieving and finding files, so they can spend more time in value-added roles,” notes Waters.

### Productivity

“We did a time study and learned it took five minutes to retrieve a document,” says Cramer. “People had to walk to the file cabinets, find the documents, go back to their desks, use the documents, and then return them. Now, our employees take all of 15 seconds to pull the documents up on their computer screens.”

### Accuracy and customer service

Waters adds, “When we get a call questioning information on a document, we can pull up the image and answer questions or verify information while the caller is still on the line. This helps us provide better service to our members and providers.”

## A benefit-rich scanning solution

Group Health Cooperative is quick to outline the specific benefits of the **Kodak** Scan Station 100.

“For starters, we love the local service with guaranteed 24-hour replacement,” notes Waters. “Our scanners are busy. If something ever went wrong, we’d have a huge backlog. So the guarantee gives us peace of mind. And the **Kodak** Scan Station 100 practically maintains itself. All we have to do is pop in a new feeder pad every once in a while.”

Another bonus for GHC is the ease of training scanning personnel.

**“The machine is very user friendly,” says Cramer; “With its touch screen technology it’s simple to adjust document and type/settings, like one-sided vs. two-sided, black-and-white vs. color, resolution, and so on.”**

## Undeniable ROI

Since implementing its new scanning and software solution featuring the **Kodak** Scan Station 100, GHC has enjoyed both soft savings and “real” dollar savings as a result of:

- Dramatic reduction in physical storage requirements
- Improved ability to audit documents based on the ability to view images and track volume by date
- Reduction in labor costs associated with document retrieval
- Ability to provide better customer service because of real-time responses

Cramer sums it up: “Obviously, this is all good news for Group Health Cooperative, which is why we’re in the process of developing an implementation schedule for a number of other departments: good news travels fast!”

To learn more about **Kodak** Document Imaging Products and Services, contact your Authorized Reseller of **Kodak** Products, call 1.800.944.6171, or log on to [www.kodak.com/go/docimaging](http://www.kodak.com/go/docimaging).

### **Kodak** Scan Station 100 —

*Across the hall.*

*Across the country.*

*Across the world.*

*In just moments,*

*share documents*

*across your*

*office network.*



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