

DATAMARK

Committed to Serve
Determined to Solve
Driven to Improve

Healthcare Benefits

Employee Enrollment Form

Enterprise Content Management Case Study:

To speed the enrollment process, please complete the following information:

To Be Completed by Employee

Group Name _____

Date of Hire _____ / _____ / _____

Position/Title _____

Hours Worked per week _____

Salary \$ _____

Requester Information

Reason for Adding/Changing:
☐ New Group Plan
☐ Life Event

Outsourcing Open Enrollment Document Processing Saves a Major U.S. Health Insurance Company



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How do health insurance companies handle the deluge of paperwork that comes in during open enrollment season? Outsourcing open enrollment document processing can help streamline the workload while decreasing operating costs. Keep reading to learn how the DATAMARK team, delivering from the U.S., India, and Mexico, helps health insurance providers handle a sudden influx of paperwork.

Background

Open Enrollment Document Processing Overwhelms Health Insurance Companies

In early 2022, the number of people with health insurance in the U.S. exceeded 300 million, which is nearly 92 percent of the population. Furthermore, Health Savings Accounts (HSAs) have become 400 percent more popular among consumers. With millions of people sending in paperwork during open enrollment, health insurance plans need to handle the deluge of documents coming their way.

Challenge

Outsource Open Enrollment Document Processing

A U.S.-based health insurance plan with more than 1 million covered lives turned to DATAMARK for their expertise in Enterprise Content Management (ECM) to properly process all its documentation, manage the data found within the paperwork and help business run more efficiently.



Solution

Analyze, Streamline, Automate and Expedite Document Processing

DATAMARK document processing experts in India and Mexico proposed a plan to implement a new document processing system. The process began with a thorough analysis of the client's current workflow. The DATAMARK team suggested implementing automation to achieve time and process savings. DATAMARK uses many forms of automation to process documents.

Analyzing the Document Processing Workflow

DATAMARK's business engineering team documents the workflow using their Business Process Management System (BPMS). The team applies Lean Six Sigma and other methodologies to identify and remove redundant steps. DATAMARK's experts also work with the client to understand the pain points in the process.

First, DATAMARK's skilled workforce receives additional training to handle the fore-casted increase in open enrollment document processing for the health insurance provider. Next, they start by eliminating unnecessary processes and irrelevant procedural costs. After capturing critical information within the documents, DATAMARK employees route it to the appropriate department within the organization. This enables the client to focus on providing their members with high-quality coverage while improving their business.



Optical Character Recognition (OCR)

One form of automation technology is Optical Character Recognition (OCR). By selecting text from a specific area on a document, OCR can eliminate the tedious configuration of irrelevant text, which is not required from the document. OCR technology streamlines the sorting and analysis of textual data by eliminating manual steps. Consequently, OCR helps reduce both human error and operational costs.

In addition, companies can benefit from using OCR by leveraging the data to make predictions about changes in customer behavior and market trends. In one year alone, OCR helped DATAMARK handle 40 million pieces of mail and process more than 250 million documents for its clients.



Bottom Line

DATAMARK created an ECM solution, encompassing all of the strategies, methods, and tools used to manage all types of data found on documents that enter the client's work stream. This can include but is not limited to high-volume scanning and imaging, automated data capture, and document management. An ECM system can be highly valuable to health insurance companies implementing the use of electronic health records and currently processing open enrollment documents. It ensures a secure approach to handling a large amount of complex data. Additionally, an ECM system can help insurance companies stay compliant with privacy and security regulations, including HIPAA.

The DATAMARK team in India scaled up to meet the demands of open enrollment season. The team's aggressive cross training plan simultaneously trained multiple shifts in the invoice review queue and set them live on production in the same week. Turnaround time for invoice processing consistently exceeded all client goals.



About DATAMARK

Founded in 1989, DATAMARK, Inc. is a leading mid-sized Contact Center and Business Process Outsourcing (BPO) company headquartered in El Paso, Texas. Small enough to care, yet big enough to serve the world's leading brands, DATAMARK serves large enterprises and government agencies from its delivery centers located in the U.S., Mexico, and India. DATAMARK offers a wide range of CX and BPO services, including omni-channel, multilingual contact center services, document life-cycle management, loyalty program management, and finance & accounting outsourcing.

To learn more about how outsourced solutions can improve your organization's contact center and back-office operations, contact us at: [877.667.2151](tel:877.667.2151) or email hello@datamark.net.

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