

# Improving enrollment and application processing for healthcare.

Bridging the technology gap between information systems and paper forms and documents to improve customer satisfaction.

Healthcare reform is opening the door to healthcare coverage for tens of millions of Americans. As a result of The Patient Protection and Affordable Care Act (ACA) more than 30 million Americans are expected to enroll in healthcare coverage by 2019. The ACA, requires that people be able to enroll in coverage a variety of ways: in person, on the telephone, by mail or online.

Paper-based enrollment processes are still very prevalent in healthcare—as is the long-standing practice of hand-entering the information from those forms into backend systems. This manual entry is time-consuming, does not scale easily for surges in enrollments (such as during Open Enrollment), and is error-prone as the result of dependencies on manual data entry—typical accuracy rates are between 80 percent and 95 percent, causing enrollment and payment problems as well as lower customer satisfaction.

## We understand these challenges.

At Captricity, we understand that growing your customer base and revenues is critical, but you have to do so while keeping existing customers satisfied and while making continuous improvements to your operational processes. We have found that there's a huge opportunity to improve your paper-based enrollment processes as well as your service request forms processes.

## What we do.

Captricity's cloud-based Software-as-a-Service (SaaS) platform securely extracts data from any customer engagement channel—complex handwritten documents, faxes, email and digital forms—at 99.9+ percent accuracy and up to 50x faster than legacy solutions leveraging crowd-guided machine learning and advanced computer vision.

**Personalized Enrollment Form**  
 EMPLOYEE INFORMATION. Please verify the information below for accuracy. If incorrect, please contact your HR representative.  
 Please use four digits for years (e.g., 1998, not 98).

Name/Address	Date of Birth	Employee ID/SSN
Barb Doe	02/15/1989	123456789
	Division	Date of Hire
	011	01/15/2009
	Class	Annual Salary
	1	\$ 125000.00
	Plan	SubGroup
	001	004
	Effective Date	Gender
		Female

PLEASE PRINT IN BLACK OR BLUE INK. Read and complete all of this form. If you need more space, attach a separate sheet of paper.  
 Please use four digits for years (e.g., 1998, not 98).

Are you actively at work? Yes  No

Are you retired? Yes  No

Marital status: Single  Married  Widowed  Divorced

Occupation: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Hours per week working for this employer: \_\_\_\_\_ Email Address: \_\_\_\_\_

**BENEFIT SELECTION.** Check the boxes that apply along with the appropriate coverage level.

**Optional Life and AD&D** Optional Life allows you to expand and enhance your benefits through convenient payroll deduction. Optional Life gives you the opportunity to purchase life insurance coverage for yourself at a fraction of what insurance would cost in the individual market place. Amounts elected over \$150,000 will require an evidence of insurability form to be completed.

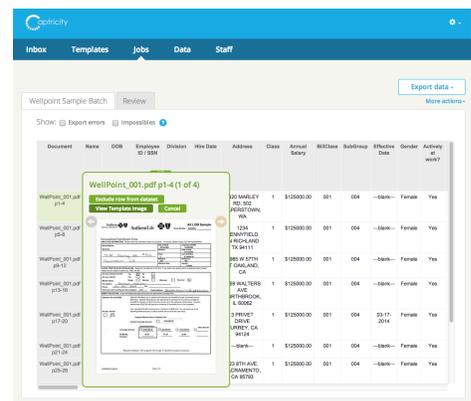
You may elect \$10,000 increments to a maximum of \$300,000. You can elect one of the following benefit amounts or select another amount from the rate matrix.

Original Effective Date of Optional Life: \_\_\_\_\_

Current Coverage Amount:  \$100,000.00

Coverage Amount	Guaranteed Issue			
	<input type="checkbox"/> \$150,000.00	<input type="checkbox"/> \$50,000.00	<input type="checkbox"/> \$100,000.00	<input type="checkbox"/> Other Benefit
SI-Weekly Premium	\$5.53	\$1.84	\$3.69	

The data fields from this enrollment form are identified in a Captricity “template” (above) and the Captricity Service delivers highly accurate, easy to use data (below)



Document	Name	DOB	Employee ID/SSN	Division	Hire Date	Address	Class	Annual Salary	BE/Class	SubGroup	Effective Date	Gender	Active?
WellPoint_001.pdf p1-4	30 WALLEY RD, 302 WA					30 WALLEY RD, 302 WA	1	\$125000.00	001	004	01-15-2009	Female	Yes
WellPoint_001.pdf p1-5	1101 DUNWELLD FARM ROAD TX 75111					1101 DUNWELLD FARM ROAD TX 75111	1	\$125000.00	001	004	01-15-2009	Female	Yes
WellPoint_001.pdf p1-12	886 W 19TH FOLSOM, CA					886 W 19TH FOLSOM, CA	1	\$125000.00	001	004	01-15-2009	Female	Yes
WellPoint_001.pdf p1-3-10	99 WALTERS AVE HUNTSBROOK, IL					99 WALTERS AVE HUNTSBROOK, IL	1	\$125000.00	001	004	01-15-2009	Female	Yes
WellPoint_001.pdf p1-10-03	1 TRINITY DRIVE SPREY CA 94714					1 TRINITY DRIVE SPREY CA 94714	1	\$125000.00	001	004	03-17-2014	Female	Yes
WellPoint_001.pdf p1-10-01	---					---	1	\$125000.00	001	004	---	Female	Yes
WellPoint_001.pdf p1-9-09	13784 AVE DANVERS, CA 94718					13784 AVE DANVERS, CA 94718	1	\$125000.00	001	004	01-15-2009	Female	Yes

### We help you go digital without ditching paper.

You don't have to eliminate paper or change processes to improve the way you and your team work. Captricity works with your existing customer documents and integrates seamlessly with legacy workflows and business processes—paper-based, digital or a combination of the two. We return a full digital record that you can view and download from our secure website or import directly into Salesforce, ERP systems and statistical analysis tools.

### We provide access to ALL of your customer data.

Captricity delivers complete access to your customer data—even if the source is handwritten. It captures information from all channels, including web, mobile and paper. We can even process photographs captured on a smartphone, tablet or mobile device, and work with information that is typed or handwritten.

### We safeguard your data every step of the way.

Captricity keeps your sensitive information secure in flight and at rest. Our proprietary Shreddr™ technology is 100 percent HIPAA compliant and U.S. government-trusted.

### We embrace the power of cloud.

Captricity is the first cloud-native enterprise data capture system. Our platform's award-winning user experience and self-serve REST API mean adoption is easy, upgrades are painless and workflow is scalable. Captricity also seamlessly integrates with your legacy systems, requiring minimal entry cost and effort.

### We deliver value faster.

With no hardware to buy or software to install, getting started is easy—prove the value for yourself in hours or days versus the months or years required by legacy on-premise solutions. Avoid errors and backlogs, and unify all of your information in one place at one time so you can free up staff and budget for higher-value activities.

#### Give it a Try

See how it works in  
15 minutes or less—  
no cost or IT help  
required!



To take a 3 minute,  
self-serve  
Quick Tour of  
Captricity, visit:

[shreddr.captricity.com/  
public/tour/step-1/](https://shreddr.captricity.com/public/tour/step-1/)



To speak to a sales  
expert, visit:

[captricity.com/contact-us/](https://captricity.com/contact-us/)  
or call us at  
**1-415-237-FORM (3676).**

Fast. Secure. Simple. 99%+ Accurate.

Learn More @ [Captricity.com](https://Captricity.com)

