

Using **ABBYY FormReader™**
in insurance



PICA Group Streamlines its Process with ABBYY FormReader to Better Serve its Policyholders

Podiatry Insurance Company of America (PICA) was formed in 1980 by podiatrists and is the No. 1 provider of professional liability insurance for podiatrists. PICA is the endorsed carrier of the American Podiatric Medical Association (APMA), the American College of Foot and Ankle Surgeons (ACFAS) and the Illinois Podiatric Medical Association (IPMA).

PICA Group

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For twenty years the PICA Group has attended industry tradeshows and is now exhibiting at 20 shows a year. At these shows PICA conducts risk management seminars for the shows' attendees, in which PICA lectures on topics such as implementing office standards or communication with patients, in an effort to help policyholders mitigate their risk for legal claims. Attendees who participate in risk management seminars are eligible for discounts on their insurance policies with PICA.

To garner information about the attendees, PICA distributes forms to them that are collected after each presentation. PICA receives from 100 to 600 forms per show, all of which were previously entered into their system by hand. Manually entering forms took days, delaying the application of the discount to their policyholders' accounts. In reviewing the overall Risk Management program, a task group identified the need for an automated solution as PICA wanted to become more efficient and streamline their overall business processes. This meant moving from a manual data entry process to an automated forms processing solution.

After researching the options and deciding against a much-higher priced competitor, PICA purchased ABBYY FormReader Desktop Edition.

"ABBYY's reseller FormTran was quick to get back to me and we liked what we saw from them," said Rosie Zerbst, marketing research coordinator for PICA, who reviewed and researched the automated forms processing options for the company. FormTran conducted a day of online training for PICA and also provided PICA's first form definition which the PICA staff was able to use as a basis for future form definitions on their own.

Now, instead of manually entering each tradeshow contact form, PICA runs them through a Canon 6080 scanner and then FormReader automatically matches the forms to templates that have embedded validation and verification rules. After the data from the forms is validated and extracted, the data is exported to a CSV file. The CSV data is taken into PICA's Oracle database via a propriety PICA program where the data is matched to the customers' data elements (such as last name, first name, date of birth, and social security number).

ABBYY FormReader has allowed PICA to streamline form processing capability significantly. In less than a minute, PICA is able to scan, validate, and verify a form with a 97 percent match rate. When they processed forms manually, it took 3-4 minutes to process each form. Now they process a single form in seconds, shaving off hours of valuable processing time.

"I feel that the team has been very successful with the scannable forms, accuracy of the data extraction and initial programming to identify the attendees," said Ms. Zerbst. "Previously, the turn-around time in processing the data was much longer and now we don't have to wait. This new process with ABBYY FormReader has saved PICA time by eliminating manual entry. It has allowed us to apply the risk management discounts for our policyholders in a timely fashion."

More information about ABBYY at www.abbyy.com

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