



CASE STUDY HEALTHCARE

Health Alliance

Accounting
Human Resources
Purchasing
Materials

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Mary Brungs
AP Supervisor
Health Alliance

Health Alliance of Greater Cincinnati is largest health system in southwest Ohio. In an organization of this size, efficient business processes are paramount. The organization needed to organize paper-based accounts payable processes with a dynamic document management, imaging and workflow solution that all staff members could use, regardless of their skill level. Health Alliance searched for a product that offers comprehensive functionality at a competitive price. They found ImageNow.

Before implementation, manual file retrieval took up to 15 minutes. Now ImageNow users have instant, single-click access to specific information, allowing Health Alliance employees to answer inquiries right away, improving customer service and vendor relations.

“ImageNow makes our end-of-month reconciliations faster and more efficient,” says Mary Brungs, AP Supervisor at Health Alliance. “Before we deployed ImageNow, answering inquiries involved searching for an individual file and sending the information manually. With ImageNow we have data access at our fingertips.”

Scanning all documentation into the secure ImageNow repository eliminates storage costs and supports compliance initiatives, including HIPAA. The ImageNow system administrator assigns user privileges, regulating data access and protecting patients’ privacy.

“The security features of ImageNow are robust, but not restrictive,” says Brungs. “All data is totally protected and ImageNow ensures users see only relevant information.”

Success in the healthcare industry depends on operational efficiency, and ImageNow helps Health Alliance simplify and speed daily processes. The organization uses powerful ImageNow functionality to streamline its complex workflow system with intuitive features. Electronic routing is used to send paperwork to the relevant associate, speeding the approval process.

WebNow, the browser-based complement to ImageNow, provides access to documents from any location. Supervisors track the progress of all documents immediately, lifting files from a workflow queue for review. Managers can change workflow responsibilities with a single click to reallocate resources when necessary.

Expansion Into Human Resources

As people across the hospital began noticing the efficiencies ImageNow created for accounts payable, it wasn’t long before other departments wanted on board. Human resources sought to reduce its paper use as part of its “Paper Lite” initiative, as well as improve access to needed personnel documents. After talking with the accounts payable department, HR managers realized ImageNow could meet all their needs.

“The accounts payable success story gave human resources the confidence, momentum and in-house expertise to implement ImageNow,” says Frank Doerger, Health Alliance human resources director.

The goal of reducing paper use has been met on multiple levels. Employees no longer make copies of documents because now they simply send a WebNow or ImageNow link to view the document or e-mail an attachment. Using ImageNow Import agent, any electronic document can be imported and indexed into ImageNow, eliminating the need to print and scan documents such as employee evaluations, background checks or other documents pulled from the web. Personnel status changes are now completely paperless. When a manager completes the online form on the company's intranet, HR is sent an e-mail that is imported into ImageNow, eliminating the need to send paper documents.

Compounding Benefits

Since implementing ImageNow, Doerger reports the department is only using half the paper it did before, but paper reduction is just the beginning of the benefits the department has seen from ImageNow. HR staff enjoy new efficiencies and time savings with ImageNow because the days of waiting on interoffice mail are over. Using ImageNow, documents can be e-mailed, viewed simultaneously or routed through ImageNow Workflow, eliminating access delays.

All employee documents such as I-9s, performance reviews and background checks are available with the click of a button from the Lawson system. Many documents, such as employee health files, are barcoded with index values from Lawson. As the documents are scanned into ImageNow, they are instantly indexed and linked the appropriate Lawson record, providing huge time savings for employees, who were used to waiting several days for documents to be delivered, processed and returned.

Health Alliance sees great value in using ImageNow to manage I-9s because it allows them to verify that every employee has an I-9 on file. Managers run a report that shows every employee record in Lawson that does not have an I-9 in ImageNow, catching any missing documents before they become a problem. In addition, rather than sending a huge stack of paper, audits can be performed electronically.

Instant Lawson Integration

Health Alliance was able to leverage its existing technology by integrating ImageNow easily with its Lawson systems. Perceptive Software's patented LearnMode® technology allows for quick and easy integration with Lawson without the need for complex programming. The seamless link between Lawson and ImageNow provides direct access to relevant documents directly from the users' familiar application.

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When expanding ImageNow into the human resources department, Brungs transferred her knowledge to Christa Lawrence, who now administers ImageNow for human resources, in just a few training sessions.

"I was shocked at how easy it is to administer ImageNow," Lawrence says. "The fact that ImageNow is so easy to use out of the box without any back-end interaction is amazing."

Enterprise-Wide Efficiencies

The organization has also expanded the solution to purchasing and materials, and plans to implement ImageNow DataCapture to capture line item invoice detail in accounts payable.

"People from other departments have seen ImageNow at work in accounts payable and want access to it in their areas, too," says Brungs.

Health Alliance has taken advantage of the training opportunities at Perceptive Software for the knowledge to expand and maintain the system with minimal assistance, but the team can rely on the technical expertise of the Perceptive Software Worldwide Product Support team when needed.

"Perceptive Software's product support team is awesome. If we think of a new way to use the technology, they know how to make it a reality," Brungs says. "Some vendors take days to answer questions, but Perceptive Software responds right away, saving us time and money."

A user-friendly interface, innovative workflow functionality and single-click document access from on-site or remote users provide Health Alliance with new efficiencies that will be compounded with future expansion of ImageNow. The organization is committed to quality and compassionate service, and ImageNow helps them deliver it.



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Christa Lawrence
HRIS administrator
Health Alliance

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Quick Stats

- Name: Health Alliance
- Location: Cincinnati, Ohio
- Number of Employees: 12,000
- Integration: Lawson Financials

The Challenges

- Complicated features within existing workflow process deterred users
- Required rapid integration with existing software
- Limited budget dictated the need for competitively priced applications
- Complex manual paperwork exchange between more than 40 locations

The Results

- User-friendly ImageNow interface allows all staff to leverage powerful functionality
- Patented technology facilitates seamless integration with Lawson application suite
- ImageNow solution provides comprehensive features at a competitive price
- Instant single-click access to all documentation expedites core processes

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