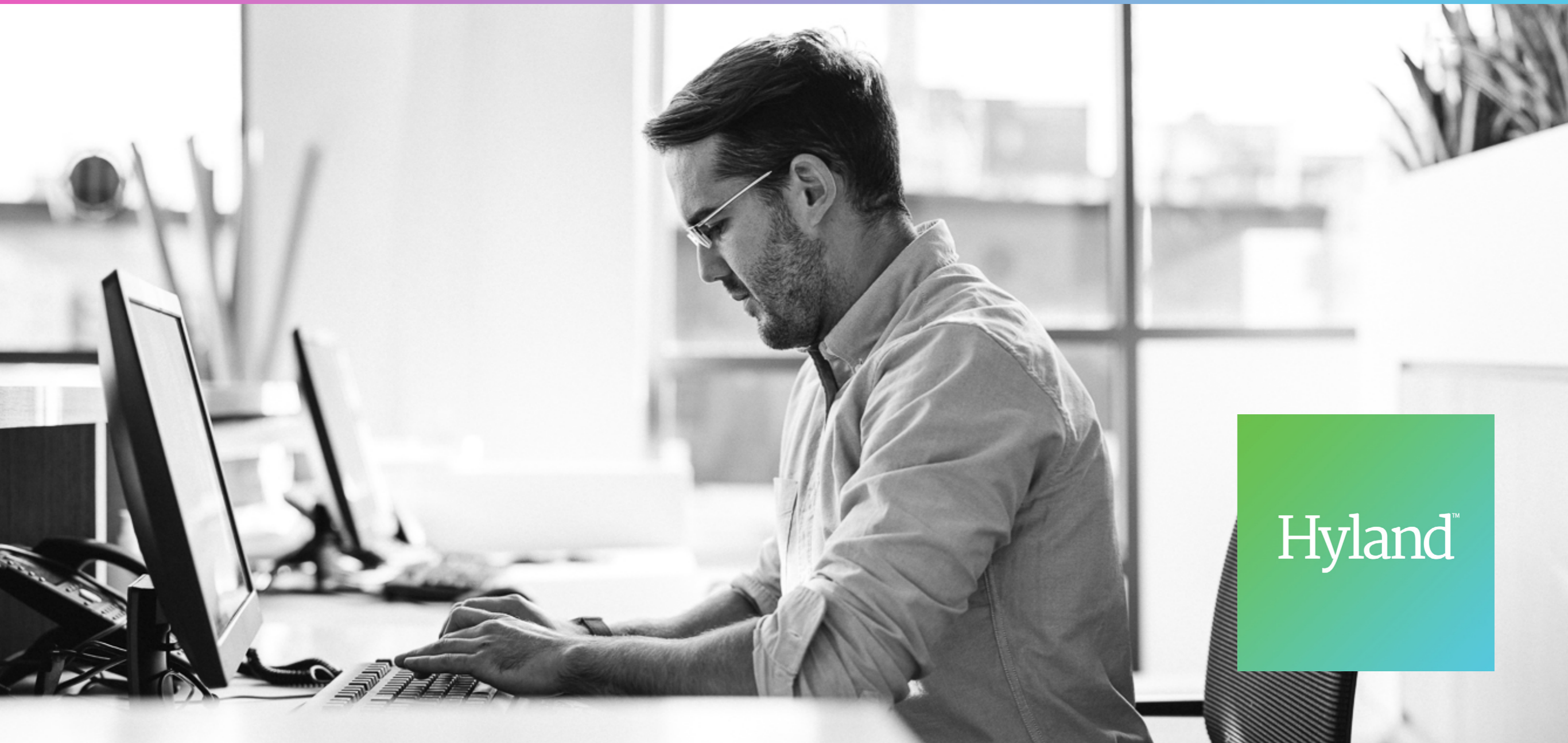


CONTROL THE CHAOS: 5 STEPS TO DIGITIZE AND MODERNIZE CLAIMS



Hyland™

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Claims content chaos

CLAIMS CONTENT IS A NEVER-ENDING AND GROWING STRUGGLE FOR INSURERS

The insurance industry understands what it takes to manage mass quantities of information. It has done so for decades. But the skyrocketing volume of digital media and proliferation of types has created new challenges. Today, an average insurance claim file can include gigabytes of supporting content, from scanned documents to photo streams and dashcam videos.

Insurers rely on their powerful claims management systems, such as Guidewire, Duck Creek and other systems, to support daily claims operations. But as rich media pours in from different channels, claims adjusters must switch between applications to find supporting content.

As the tide of digital media continues to rise, insurers are looking for solutions to make the processing of claims content faster, increase operational efficiency and better serve their customers.

Taming content chaos

A modern approach to claims content lets workers manage content from within the existing claims management system they use every day (without replacing it). This results in massive efficiency gains, stronger regulatory compliance, lower operating costs and happy policyholders.

CLAIMS MANAGEMENT SYSTEM



Types of content

- Digital photo streams
- Scanned forms
- Videos from dashcams and security video
- Scanned documents
- Onlice forms data
- File types (PDF, JPG, MP4)



Applications, systems, repositories

- Microsoft Word, Excel
- Legacy systems/viewers
- File shares
- Network drives
- Applications



Channels

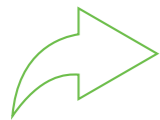
- Email
- Faxes
- Physical mail
- Phone

1

Don't just centralize claims content — improve process efficiency

Many insurers are eager to accelerate digital transformation to capture operational efficiencies and better serve customers. One aspect is digitizing and centralizing content related to claims. But measurable impact on operational efficiency requires technology that has built-in efficiencies.

Common goals:



Fast, easy access to claims content



Automate repetitive, time-consuming tasks



User-friendly, streamlined interface



Better workflow and collaboration on claims files



Centralized, anywhere-access



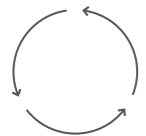
Work with your existing system — don't replace it

The potential gains are immense, and the efficiencies go a long way toward improving a customer's claims experience while reducing operating costs.

A MODERN CLAIMS CONTENT MANAGEMENT SYSTEM INCREASES EFFICIENCY AND LOWERS COSTS



Customer satisfaction: Faster, greater access to accurate claims information enhances the customer experience.



Improved processes: The ability to view and share information from a single interface, automate manual steps, expedite the search process and collaborate without delays leads to major process improvements.



People gains: With fewer manual steps, happier staffers work faster and more effectively, which leads to happier customers.

Bottom line gains:

- Decreased printing supplies and consumables, mailroom and file room footprint, shipping and storage costs
- Lower maintenance costs for legacy content management systems
- With less need for multiple repositories, the cloud can decrease digital content storage costs dramatically
- Platform-as-a-Service offloads all software and infrastructure costs

Insurers are expanding their transformation efforts. While only 11% of global services decision-makers at insurance firms say they're currently undergoing digital transformation, another 50% have implemented and are expanding their transformation efforts. 18% are planning to implement their transformation in the next 12 months.

**The State of Digital Insurance, 2021
Forrester Research, Inc.**



2

Enhance, not replace, your claims management system with powerful content management

At the heart of claims management are systems like Guidewire and Duck Creek, and many custom-built solutions. These systems excel at managing claims files but weren't designed to withstand a content avalanche that includes dashcam and security camera footage, document scans, digital photos, audio recordings ... all coming from multiple channels.

To manage that content, claims adjusters rely on multiple applications and repositories like legacy systems, simple content viewers, file-sharing applications (e.g., SharePoint) and content systems that support only some file formats. Claims content cannot be found, accessed, reviewed or collaborated on in an efficient way.



WORK FROM WITHIN YOUR EXISTING CLAIMS MANAGEMENT SYSTEM

Insurers need a way to manage claims content more efficiently ... but not with a system rebuild. The good news is that you can seamlessly extend your existing system with robust claims content management. No rebuild required.

Now, office and field staff have quick, easy access to all PDFs, scans, photos and videos from within the claims management system they use every day. This produces a quicker response to policyholder questions, faster claims processing and a nimbler workforce. For example, estimators can easily access and submit files from the field in emergency situations to provide responsive, on-site service and get policyholders back on their feet sooner.





Many industry experts ascertain that digital first notice of loss (FNOL) and claims automation is now table stakes — everyone is doing it. However, the consensus is that what carriers are providing is not what customers are expecting from a digital claims process. There appears to be a huge chasm between what is possible and what claimants are experiencing. **The good news is that insurance companies are now embracing digitization, sometimes out of necessity, with remote or virtual inspections.** Also, the advantages of a digital FNOL benefit both the customer and the insurance carrier.

Stuart Rose

Strategic Advisor, Aite-Novarica Group

[Read the whitepaper »](#)



3

Is your claims content solution cloud-ready?

From on-prem to Claims-as-a-Service ... you should have options

Changing your approach to claims content is critical to capturing the efficiencies you need. But those changes should also help accelerate your digital transformation strategy and support your future vision.

With on-premises deployment, you are the keeper of all content and costs. A move to the cloud can drastically reduce storage costs and bring sophisticated technology like artificial intelligence (AI) and machine learning (ML) to supercharge efficiency. A Platform-as-a-Service (PaaS) approach frees you from the burden and expense of managing claims content, operating in the background so you can focus on your core business.

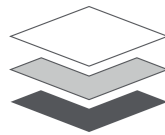
Moving claims content to the cloud is a big money-saver. One global insurer, for example, is on track to save \$21 million over five years using cloud-based content management to run its paperless claims process.

DEPLOYMENT OPTIONS FOR SLASHING COSTS AND SUPERCHARGING EFFICIENCY



Slash storage costs:

As file sizes increase, so do storage costs. Cloud storage can reduce the cost of storing content in your data centers by as much as 70% for long-term archives.



Innovative technology for operational efficiency:

The cloud can help bring innovative technologies like AI and machine learning to your workplace faster, adding automation and intelligence to make your claims processes even more efficient.



Support an increasingly remote workforce:

Cloud adoption is accelerating as companies across all industries are eager to support work-from-anywhere — office, home or field.



Reduce costs and complexity with Claims-as-a-Service:

For hassle-free claims content management, a Platform-as-a-Service solution lets you offload the expense and efforts of technology infrastructure and maintenance. Your business moves forward while your content system runs behind the scenes.

Liberty Mutual to save \$21M by managing claims content in the cloud.

Learn more »





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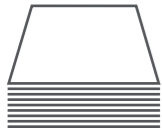
Why AI and machine learning are the efficiency turbochargers

AI and machine learning can dramatically improve operational efficiency in claims processing. Machine learning can be used to speed up claims processing exponentially by analyzing documents, images and videos, extracting key information, tagging the files and initiating the next steps in the workflow. That key information could be an injury description in a claim form, repair costs in an estimate, or evidence of loss or damage in a video.

Tagging files with this extracted data makes claims content easier to categorize, organize and find among the many documents often associated with a single claim. You can pass the data to a claims system to avoid manual entry.

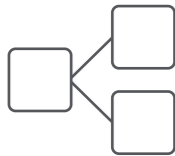
HOW MACHINE LEARNING MAKES CLAIMS PROCESSING INTELLIGENT AND MORE EFFICIENT

Bringing intelligence to your claims process is a sure way to increase profitability and gain a competitive edge.



Process millions of document pages in hours:

With machine learning that instantly reads and processes any kind of document, analyzes photos, documents and video, extracts information and tags files accordingly, you reduce hours of effort and improve accuracy versus OCR and manual work.



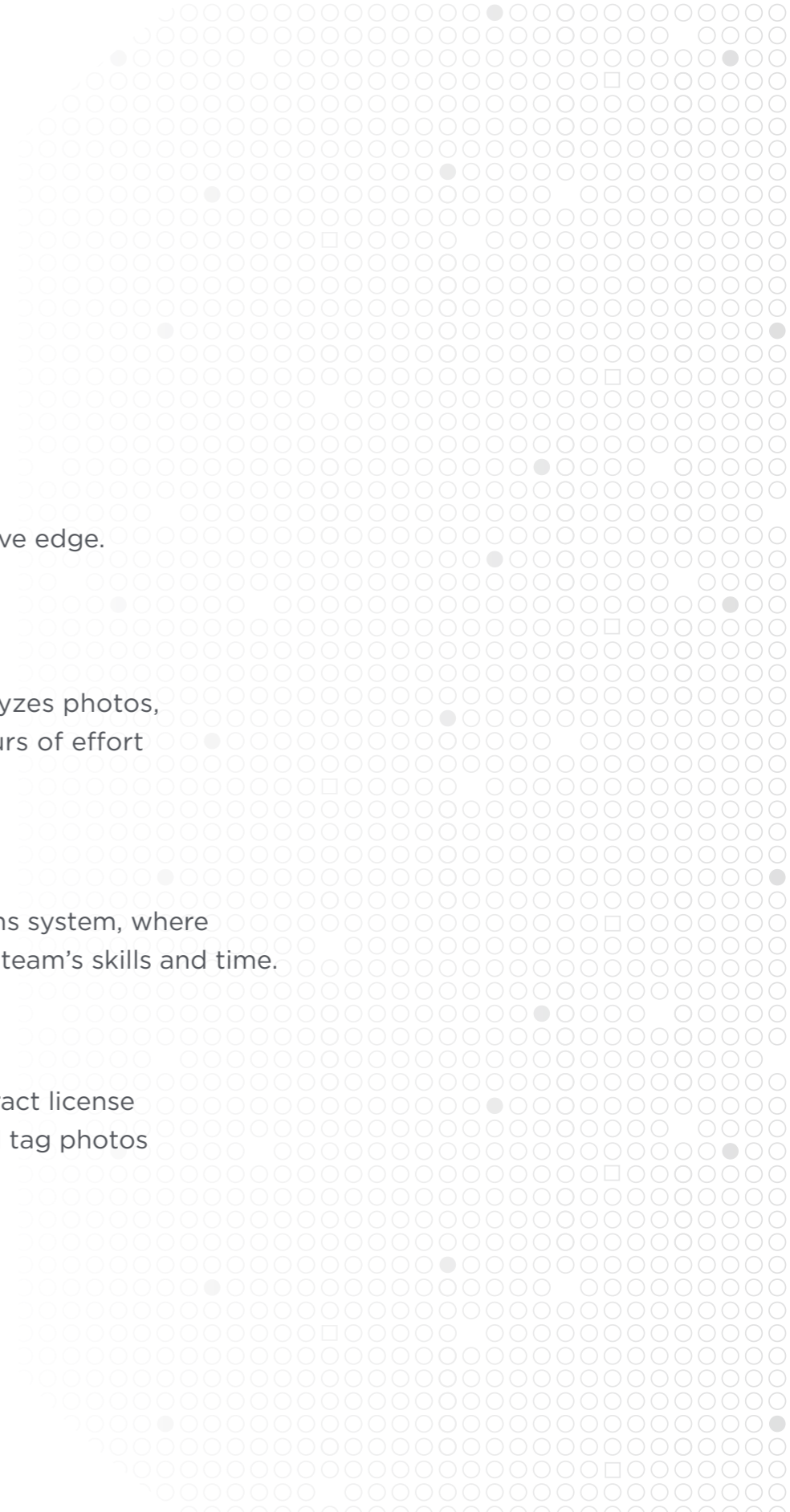
Initiate workflow steps:

Once this information is captured, you can act on it. Information is passed to your claims system, where business rules and automated workflows handle next steps and make the most of your team's skills and time.



Identify objects, people, text, scenes and activities in images and videos:

You'll be able to find images specific to your business needs. For example, you can extract license plate numbers from photographs, extract data from specific form fields, or identify and tag photos that show vehicle damage.





5

Strengthen compliance with “invisible” governance — without disrupting workflow

It’s increasingly expensive and complex to comply with the ever-changing government regulations and industry requirements that impact claims content. But failing to do so can lead to costly fines. The right content solution will help your organization strengthen and simplify compliance with external mandates and internal records and retention policies. Your best bet is a solution with integrated governance services that manage and track claims content across its lifecycle — from the time it’s generated or received to final disposition.

STRENGTHEN COMPLIANCE WITH LESS EFFORT

The more automation, the better. Look for “invisible” rules-based governance to increase consistency and cost efficiency. Compliance “just happens” — behind the scenes and throughout the claims process — with no manual intervention from claims managers.

For example, many insurers are subject to laws that limit the time for keeping claims content when a policyholder is no longer a customer. With invisible governance, these files are automatically deleted at the appropriate time. You’ll also have a complete audit trail of governed claims content so you can demonstrate compliance with confidence.

70 million documents are now managed in Hyland’s Alfresco Digital Business Platform, with 10–20 million documents being added annually with a 50% reduction in total operation costs.



Read the case study »



IT'S TIME TO TAME CLAIMS CONTENT CHAOS

As the digital age takes hold, insurers need new strategies to tame the content chaos in claims management. The claims process is among the most content-intensive operation in the insurance business. It pays to manage your claims-related files efficiently and effectively while maintaining compliance.

An increasing number of insurers are turning to modern content solutions to bring more automation and intelligence to the way they receive, handle and analyze claims content. They are moving beyond outdated approaches to streamline the management of claims content, accelerate the claims process, capture efficiencies, drive down operational costs and deliver first-rate service to policyholders.

SIMPLY A BETTER WAY

Traditional approaches to claims processing lack the content management capabilities to keep pace with the rise in digital media quantity and file size. But replacing your current system isn't always the answer.

Hyland's Alfresco Digital Business Platform and Claims Content Management services integrate seamlessly with core insurance applications. Hyland provides a streamlined, single source of up-to-date claims content accessed through a modern interface to ingest, analyze, manage and retain all types of files. With support for the cloud and integrated AI, machine learning and governance, Hyland's solutions have improved claims processing at some of the world's leading insurance companies.

Learn how you can maximize efficiency, lower costs and increase customer satisfaction with an effective claims management solution.

Visit [Hyland.com/Insurance](https://www.hyland.com/Insurance)



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