

MEDICALS DIRECT ACHIEVE SIGNIFICANT IMPROVEMENT IN SCREENING PROCESS WITH BLACKBERRY SOLUTION AND PAPERIQ



Stanmore-based Medicals Direct Group has been trading for over a decade and has established itself as the pre-eminent provider of outsourced risk management and medical services solutions for insurers, employers and individuals.

To support the insurance industry, Medicals Direct provides a comprehensive range of outsourced underwriting, medical evidence and rehabilitation services delivered through its nationwide network of experts. Medicals Direct also operates its own wholly owned clinic network providing regulatory medicals, primary care and occupational health services.

One of its most important services is providing medical screening to the insurance industry. Screenings are completed by a nation-wide network of Medicals Direct nurses, the largest in the UK, at the customer's home or on-site at their place of work.

THE CHALLENGE

Medicals Direct recognised an opportunity for improved customer care and business process efficiency by rationalising the way its nurses completed paperwork. The traditional examination process was very paper intensive. Nurses would receive their examination forms by mail. They would then set up an appointment with the client, fill out the form during the visit and post the completed form back to Medicals Direct, who would process it and mail the results to the insurance company. Incomplete or illegible forms would be sent back to the nurse, who would then have to set up a new appointment. "The best-case turnaround was 7-10 days and usually much longer," says Jonathan Benton, Managing Director of Medicals Direct. The slow turnaround time limited the case load that the network of nurses could handle.

THE SOLUTION

Medicals Direct decided to automate and optimise this critical customer facing process. The goal was to replace the pen, paper and postal service with a secure electronic method of capturing and transmitting medical screening data. "Having reviewed various options, such as a tablet PC, we felt that a BlackBerry solution was the best way to meet our usability and security requirements," said Benton.

Working with PaperIQ, a BlackBerry® Independent Software Vendor, Medicals Direct equipped its team of approximately 400 nurses with BlackBerry® smartphones and Anoto digital pens for capturing handwriting information on special Anoto-printed forms. "We picked the BlackBerry solution because it is the best enterprise mobile platform for deployment, manageability and security," says Robert Bakewell, Commercial Director at PaperIQ.

BENEFITS

**IMPROVED
CUSTOMER SERVICE**

**BUSINESS
PROCESS EFFICIENCY**

**SIMPLE TO USE,
RAPID TO DEPLOY**

**SECURE ENTERPRISE
PLATFORM**

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Jonathan Benton
Managing Director of Medicals Direct

Anoto technology combines a barely perceptible dot pattern unique to each paper form and a pen with an infrared camera to capture a series of X and Y co-ordinates (in relation to the printed pattern), pressure data and a timestamp. During the medical screening, the nurse completes the form using the Anoto pen. When finished, the pen encrypts and sends the data to the BlackBerry smartphone via Bluetooth. Once the device receives the form data, it encrypts and sends it to the BlackBerry® Enterprise Server at Medicals Direct. Transmission is automatic and requires no user intervention.

In addition to capturing and encrypting data, the solution also checks to make sure that the nurse has correctly filled in certain mandatory fields. It sends an email alert to the nurse immediately after the form has been transmitted, enabling him or her to correct any mistakes while still with the client.

Medicals Direct has also set up a caseload management website for the nurses. New screening requests are sent to the nurses by email with a link in the bottom of the message. Using the BlackBerry® Browser they can update the screening record with the date and time of the appointment and other case-related information.

THE BENEFITS

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The nurses, many of whom had little or no IT experience, adopted the new solution quickly, found it intuitive to use and were able to screen a higher number of customers within the same time period.

According to Benton the solution has enabled Medicals Direct to better serve its customers – the insurers: "They can process the medicals more efficiently and the solution has eliminated postal costs and errors."

In addition to this, the BlackBerry solution has allowed Medicals Direct nurses to offer a better service. They can now complete the medical screening more quickly, the patients have a greatly improved experience and the process impacts on their time less significantly.

The BlackBerry solution has let Medicals Direct make the screening process more efficient while ensuring the protection of medical data. The pen only stores stroke data, which is useless without the form layout and the appropriate character recognition software. All data on the BlackBerry smartphones is encrypted and all wireless communications between the devices and Medicals Direct is secure from end-to-end.

Having seen the success of the BlackBerry solution, Medicals Direct has deployed BlackBerry smartphones to employees in IT, management and sales, for more traditional applications. It is also exploring the possibility of adding localisation using the GPS functionality of the latest devices.

For further information: www.blackberry.com/go/success

BLACKBERRY CASE STUDY
HEALTHCARE

