



# Automating Insurance Form Processing for Starmount Life Insurance through TRENDSIC Corporation, Inc.'s Custom OCR and Automation Software Suite

## EXECUTIVE SUMMARY

Starmount Life Insurance was confronted with rapidly growing customer demand and an influx of new applications, prompting the need for an effective way to scale their insurance application process. Specifically, they were looking to minimize the time spent on manual data entry from various types of insurance forms into their internal management software systems. Trendsic Corporation, Inc. developed a custom Optical Character Recognition (OCR) and Automation Software Suite that significantly streamlined Starmount's form processing workflow, reducing manual overhead and enabling faster, more accurate data processing.

## CLIENT BACKGROUND

**INDUSTRY:** Insurance

**CHALLENGE:** Reducing the time and overhead costs associated with manual data entry from various insurance forms, including Dental Claim Forms, Health Insurance Claim Forms, Accidental Death Insurance, and ADA Dental Claim forms.

**CLIENT:** Starmount Life Insurance

## PROBLEM OVERVIEW

Starmount Life Insurance was plagued by a time-consuming process that involved receiving physical or scanned insurance forms from potential customers and then manually entering the data into their internal insurance management systems. This manual operation was not only labor-intensive but also prone to errors, requiring additional time for corrections and audits.

## SOLUTION

### Custom OCR and Automation Software Suite

Trendsic developed a tailored OCR and Automation Software Suite designed to:

- Perform Optical Character Recognition (OCR) on scanned or digital forms to extract relevant information.
- Validate the extracted information against predefined business rules.
- Populate the validated information directly into Starmount's internal insurance management system and database.

### Business Rule Automation

To enhance data accuracy and efficiency further, Trendsic implemented an automated system that integrated Starmount's business rules to

- Cross-reference patient, provider, and insurer details to ensure data consistency.
- Create audit reports for all processed forms, making it easy to identify and resolve issues.
- Facilitate more efficient manual intervention procedures for cases that required human review.

## RESULTS

### Quantitative Outcomes

- **Increased Processing Speed:** Starmount was able to process thousands more claim forms per day, significantly improving their operational efficiency.
- **Reduced Overhead Costs:** Manpower costs associated with manual data entry and corrections were significantly reduced, leading to an improved bottom line.
- **Shortened Training Time:** The automation reduced the complexity of tasks that employees needed to perform, therefore shortening the training time.

### Qualitative Outcomes

- **Improved Data Accuracy:** Automated validation and cross-referencing minimized the chances of data errors.
- **Enhanced Customer Experience:** Faster processing times resulted in quicker claim resolutions, thus improving customer satisfaction.

## CONCLUSION

Trendsic Corporation, Inc.'s custom OCR and Automation Software Suite provided Starmount Life Insurance with a comprehensive solution to their data processing needs. By significantly reducing manual data entry, the suite streamlined Starmount's operations, allowing them to focus more on customer engagement and other core aspects of their business. With lower overhead costs, faster processing times, and more accurate data handling, Starmount Life Insurance is now better equipped to meet the demands of a dynamic and competitive marketplace.