Best Case Scenario

Document Viewers
Enhance Case Management
It's no surprise that companies are constantly looking for ways to reduce costs, minimize risk, improve efficiency, and encourage growth. Standing in the way of these goals are often a host of similarly recognizable obstacles: circuitous business processes, fragmented communication, and repetitive operations - just to name a few.

The currency of all of these business goals and obstacles is content. In the medical field, content could mean patient records. In the world of insurance, it could mean mortgage processing documents. But regardless of industry, companies need to understand where content was created, who owns it, what its lifecycle is, and how it can be used effectively. These challenges are becoming increasingly difficult in the digital age, as more data sources are being generated and new methods of communication crop up daily. This means more documents, more scanning, and more file types to manage.

To handle all of these moving parts, enterprises often turn to Case Management (CM). Case Management allows businesses and agencies to easily keep track of this content and collaborate on specific activities within a structured process-oriented framework. However, not every content or case management system comes equipped with adequate document viewing technology to successfully view and manage all of the different content formats and document types mentioned above. Given the amount of money companies are investing in case management solutions, it’s critical that they ensure the solution includes powerful document viewing technology in order to maximize this investment.

In this eBook, we will examine the four main components of Case Management, why organizations in a variety of industries adopt case and content management systems, and how sophisticated document viewing technology plays a vital role in the successful deployment of these solutions.
Although Case Management can mean different things within different industries, it largely represents a synergistic process of assessing, planning, and finding the best outcome by using a highly collaborative process. A case can be any project or complex activity (problem, claim, request, proposal, etc.) that is open or closed over a period of time. The case file itself includes a variety of content, including things such as customer communications, forms, and reports. This content is then grouped together and made available to anyone involved in the case. Case Management is focused on monitoring this content and data within a specific case and using collaboration to find the most optimal outcome.

The four main components of Case Management (CM) are ad-hoc activities, structured processes, collaboration, and analysis:

1. **Ad-hoc activities:** an unpredictable activity at an unspecified time or sequence that triggers subsequent action

   Example: a doctor referring a patient to a specialist; a customer registering a complaint.

   Every case is comprised of ad-hoc activities. The words “adaptive” and “dynamic” are often used to describe CM because the steps to achieve a positive outcome are unpredictable. There are large amounts of variables so each case will have its own unique workflow. A strong CM solution is able to define many of these ad-hoc activities at the outset, as well as all of the possible follow-up actions.

2. **Structured processes:** the engine that provides the structure and enforces the business rules as a case is processing

   Example: an automobile insurance claim is opened, but because it is similar to other recent fraudulent claims, a red flag is triggered and the case manager subsequently alerts a fraud investigator to join the case and investigate further.

   A CM system must be able to monitor and react to the activities and changes in real time. The structured processes are comprised of the permissions, rules, and metadata that govern the ad-hoc activities. Some systems utilize database triggers programmed by developers to guide all the rules and action, although a more effective system will employ a mix of both pre-determined triggers and business users who can easily define their own rules and actions so they can make the best decision with the available information.

3. **Collaboration:** the communication between individuals working together to achieve a positive case outcome

   Example: An attorney needs advice so he shares the evidence from a case file with another attorney who is then able to review and provide guidance.

   Collaboration is essential to successful CM as it bridges the unpredictable and the structured. CM is at its best when collaboration and social features are melded into the framework of the structured processes. When a case management user isn’t empowered to think outside the box and react to unpredictable actions, the end result suffers.

4. **Analysis:** detailed examination of results and outcomes used to improve future CM

   Example: Reports on patients’ health relay how successful doctors and nurses are at effectively treating patients and inform further treatment methods.

   While typical Business Process Management (BPM) analytics focus generally on saving time and increasing efficiency, CM is more flexible. With CM, the goals can vary from customer satisfaction to reducing risk—objectives that might actually slow the process down, but result in accomplishing the overarching goal. Because the data from CM is so dynamic and contains numerous variables, integrated reporting and analysis is necessary to see the entire scope of data for a case.
Case Management is a very attractive model for large organizations because it pragmatically focuses on achieving a positive outcome instead of dealing with a rigid set of prescribed steps that business users must adhere to. Many pitfalls of more systematic business management can be effectively avoided by utilizing Case Management.

Without Case Management:

- **Content and data is often siloed across an organization**
- **Platforms and programs can be cut off from broad enterprise processes, systems, and data**
- **Decision making becomes a guessing game for employees who aren’t collaborating**
- **Workflows can become long, complex and repetitive**
- **Unnecessary costs, risks, and missed revenue opportunities become likely**

With Case Management, however, organizations are able to more successfully manage and facilitate growth as information is shared across the enterprise. And because Case Management is flexible by design, it can be a vehicle to achieve many different goals unique to the company or industry.
Regardless of the industry, organizations are constantly collecting and managing a myriad of content - documents, data, collaborations, policies, rules, analytics, and other information - that are part of the case lifecycle. Here are just a few examples of industries in which Case Management plays a crucial role:

**Medical**
- Cases: Patient record management (profile information, medical records, x-rays, prescription history)
- Note: Case Management helps ensure that each action or change to patient records has a required follow-up step to facilitate the safety and proper handling of the patient and their records.

**Insurance**
- Cases: Handling insurance claims (create a policy, add coverage, pay a claim)
- Note: Insurance cases involve a great deal of unstructured data in the form of text and multimedia content. Issues like incomplete information, background searches, and users needing expert advice are constantly popping up and require dynamic case management.

**Finance**
- Cases: Managing customer issues, disputes, complex credit granting, mortgage processing, special pricing requests, fee amnesty, fraudulent transactions, and identity theft
- Note: Case Management streamlines and improves loans, credit and finance processes. Banks need dynamic case management solutions to remain competitive given the current state of financial services market. They allow them to focus on organic growth strategies, think creatively about retaining existing customers and attract new ones.

**Legal**
- Cases: Gathering and managing evidence (medical reports, cell phone records, faxes, e-mails, large volumes of photos)
- Note: Case Management makes it easier for firms to search and retrieve data or preserve records.
If these different industries share one thing in common, it’s the need to capture, manage, store, preserve, and deliver content and documents. As evidenced by the various use case examples, an organization in any of these fields is required to deal with many different kinds of documents and formats. Regardless of the content or case management solution an organization employs, its business users must be able to easily access, view, and manage documents in order to be successful.

For this to be possible, organizations would best be served by utilizing solutions with powerful document viewing capabilities. Many ECM and Case Management systems come with stock document viewers (or employ a third party viewer) for basic document and image viewing, but they often lack the comprehensive viewing required for truly dynamic case management.

Reasons why you can’t always rely on a standard or stock document viewer:

- Limited support for the full range of documents. While most stock viewers (Google Docs, for example) can handle JPEGs and PDFs, there are hundreds of different file types that only a powerful document viewer can support, including Word, Excel, AFP, and TIFF files.

- ECM systems often employ multiple viewers to view different documents, which means more installations and more time switching back and forth between the viewers.

- An organization may have policies that require all files to be converted to a specific format. Standard document viewers don’t always have the capabilities to convert to different output formats.

- If the document viewer is not a pure HTML5 solution, users lack the ability to access content remotely through any device that connects to the internet. A browser-based document viewer provides users incredible amounts of flexibility when accessing their critical information.

Friends with Benefits:
Case Management and Enterprise Content Management

The Association for Information and Image Management defines ECM as “the strategies, methods and tools used to capture, manage, store, preserve, and deliver content and documents related to organizational processes.” While Case Management requires these ECM tools, they should not be confused as the same thing. Case Management is concerned with a much more dynamic process. The managing of content in the context of ECM differs greatly from the managing of a case, which relies more on collaboration and unpredictable activities.

ECM Vendors with Case Management Solutions: IBM FileNet and Hyland (Insurance), Documentum (Medical), OpenText (Legal)
Annotate, redact, and red-line documents as they transfer back and forth during collaboration between appropriate personnel.

Things like credit card and social security numbers can be easily hidden depending on a user’s permission and security level.

Watermark and stamp documents for approval and denial.

An administrator can easily create text- or image-based watermark overlays (such as an approval signature) that can be applied to a single page or a range of pages within a document.

Create an audit trail of document activity (annotations, redactions, comments, metadata, approvals, etc.) with a XML file.

By capturing user activity, companies can create a definitive record for the lifecycle of each document.

Pre-select certain pages of multiple documents into a virtual document, making it easier for the case reviewer or manager to go directly to only the pertinent pages of documents.

A set of 15 documents making up 100 pages can be minimized to one virtual document with six pages that can then be presented to the reviewer for expedited processing.

Switch between multiple tabs for quick navigation.

Users can compare multiple documents by using a combination of tabs, bookmarks, and thumbnails.

Control which viewer functions are available to specific users.

An administrator can enable some users to print and save documents, while other case workers are only allowed to annotate and redact before sending to the next station.

Reasons continued...

They lack sophisticated functionality, including the ability to:
Enterprises should not overlook document viewing technology when they implement a dynamic Case Management solution. Effective Case Management solutions provide business and knowledge workers with the structure and tools they need to successfully collaborate and handle any possible issue.

Case Management is all about being prepared for the ad-hoc and unpredictable activities that are bound to arise each day and a sophisticated document viewer is one of those essential tools. When employees are able to easily view any piece of content that comes their way and then manage that content through collaboration, Case Management becomes more efficient and more successful.

Although just one piece of the puzzle, a powerful document viewer can make those standard business goals (reduce costs, minimize risk, improve efficiency, encourage growth) a tangible reality.