

## SUCCESS STORY

# FORMTRAN

Podiatry Insurance Company of America



### Podiatry Insurance Company of America (PICA)

- No. 1 provider of professional liability insurance for podiatrists.

### Industries

- Healthcare
- Insurance

### Challenge

- Hundreds of forms to enter manually

### Strategy

- *Formtran* streamlines the process

### Results

- Value of data is increased
- What used to take minutes now takes seconds to process
- PICA can service clients in a more timely fashion

### The Bottom Line

	Before	After
Processing Time Per Form	4 min	<1 min
Accuracy	90%	97%

## FORMTRAN

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### Organization Profile

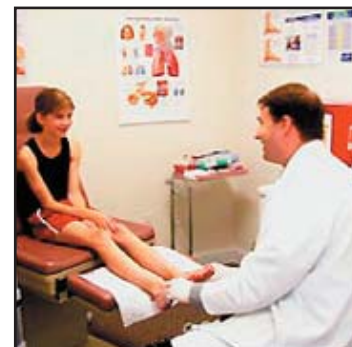
*Podiatry Insurance Company of America* (PICA) was formed in 1980 and is the No. 1 provider of professional liability insurance for podiatrists. PICA is the endorsed carrier of the *American Podiatric Medical Association* (APMA).

### Challenge:

#### Hundreds of Forms to Enter Manually

For twenty years the PICA Group has attended industry tradeshows and is now exhibiting at 20 shows a year. At these shows PICA conducts risk management seminars in an effort to help policyholders mitigate their risk for legal claims.

To gather information about the attendees, PICA distributes forms to them that are collected after each presentation. PICA receives up to 600 forms per show. Manually entering forms took days. In reviewing the overall Risk Management program, a task group identified the need for an automated data collection solution as PICA wanted to become more efficient and streamline their overall business processes.



### Strategy:

#### *Formtran* Streamlines Process

After researching the options and deciding against a much-higher priced competitor, PICA purchased a turnkey solution from Lake Forest, California based *Formtran*.

“*Formtran* was quick to get back to me and we liked what we saw from them,” said Rosie Zerbst, marketing research coordinator for PICA, who reviewed and researched the automated forms processing options for the company. *Formtran* conducted training for PICA and also provided PICA’s first form definition which the PICA staff was able to use as a basis for future form definitions on their own.

Now, instead of manually entering each tradeshow contact form, PICA uses the *Formtran* system to scan and process the batch of forms. After the forms are automatically processed, the data is exported to PICA’s Oracle database.

### Results:

#### Process is Streamlined from Minutes to Seconds per Form

In less than a minute, PICA is able to scan, validate, and verify a form. When they processed forms manually, it took 3-4 minutes to process each form.

“I feel that the team has been very successful with the scannable forms, accuracy of the data extraction and initial programming to identify the attendees,” said Ms. Zerbst. “Previously, the turn-around time in processing the data was much longer and now we don’t have to wait. This new process has saved PICA time by eliminating manual entry. It has allowed us to apply the risk management discounts for our policyholders in a timely fashion. ”