



## Michigan Education Special Services Association (MESSA)

Healthcare Resources  
 Disability  
 Field Service  
 Contracts  
 Group Service  
 Benefits  
 Legal



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Sharon Kelly  
 Project Manager  
 MESSA

Michigan Education Special Services Association (MESSA) is a not-for-profit membership organization that provides comprehensive health and related employee benefits plans to members of the Michigan Education Association (MEA). MESSA has a long tradition of providing outstanding personal service, exceptional value and quality benefit programs for Michigan school employees. MESSA has a unique focus on the continuing health and well-being of its members and their families, and has teamed with the health experts at Mayo Clinic to provide online access to healthcare information. Almost 100,000 Michigan educational employees enjoy the peace of mind, outstanding service and exceptional value that MESSA provides members.

The limited capabilities of MESSA's outdated imaging system restricted it to the role of an archival tool that was installed only on a single computer, and many documents were still retained in file cabinets. MESSA searched for an alternative application that would be easier to use, provide comprehensive functionality and enable managers to control document access. ImageNow was selected to meet these needs in the healthcare resources, disability, field service, group service, benefits and legal departments.

“ImageNow is extremely easy to set up, use and manage,” says Sharon Kelly, project manager.

### Complementing Host Applications

ImageNow's ability to seamlessly integrate with any proprietary or third-party host application made it the perfect fit for a multidepartment implementation at MESSA. Patented LearnMode™ technology facilitated rapid, nonprogrammatic integration with MESSA's RIMS and PeopleSoft systems. Unlike other document management products that can obstruct host application operations, ImageNow's tight integration augments MESSA's existing technology.

“ImageNow complements our core systems without altering business processes,” Kelly says. “Users quickly access document images from within RIMS or PeopleSoft.”

Hands-on implementation gave managers at MESSA the skills to administer ImageNow independently. This early knowledge transfer was quickly extended to 250 ImageNow users, during brief, in-house training sessions. Employees have responded positively to the benefits ImageNow provides.

“Our staff members love being able to find documents without leaving their desks,” Kelly says. “We get a lot of feedback from our employees, and we've yet to hear a negative comment about ImageNow.”

### Answering Members' Questions Now

Before ImageNow implementation, benefits documents were given a 10-digit reference number and scanned into the document imaging system. To retrieve documentation, a MESSA employee found the reference number, got up from their desk, walked to the PC with the imaging software and typed the reference

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number. Each document had an individual number, so if a member record contained 20 pages, the employee needed 20 reference numbers to retrieve it. This complex procedure wasted employees' time and necessitated putting members on hold.

With ImageNow, employees answer customer inquiries without delay. Documents are automatically indexed by the member's social security number. To access an entire member record, an employee enters the social security number, clicks the ImageNow button and the documents are retrieved instantly.

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### Supporting HIPAA Compliance

ImageNow security features help MESSA meet the requirements of HIPAA (The Health Insurance Portability and Accountability Act). Assignable user- and drawer-level privileges enable administrators to restrict user access to confidential customer information. The organization finds that maintaining data integrity is easier with ImageNow than when using paper processes. Working with electronic document images also eliminates the chance of loss associated with hard copies.

“Protecting our members' privacy is important to us,” Kelly says. “Before implementing ImageNow, people wanting to view a document just needed its reference number. Now, access privileges are granted only to people who need to see documents. This is yet another level of assurance for our members.”

### Electronic Printing Saves Time

MESSA uses ImageNow Virtual Printer to print documents into ImageNow electronically. This allows the organization to retain copies of outbound documentation without creating hard copies or scanning printouts into the old imaging system. Duplicates of disability checks and worksheets sent to MESSA members are automatically printed into ImageNow, as are nonpay documents. MESSA intends to use ImageNow Virtual Printer to electronically print all member correspondence.

MESSA also plans to introduce ImageNow workflow functionality to all departments. Automatically routing incoming documents to the appropriate users' workflow queues will ensure timely processing, and reporting features will allow MESSA to compile complete document histories. Instead of going to file cabinets, assessing document backlogs and allocating staff accordingly, managers will reassign workflow responsibilities with an easy-to-use workflow design tool.

“ImageNow workflow will make customer applications and other procedures quicker and smoother,” Kelly says. “It will allow us to see where documents are, who's working on them and how long they've been in the system.”

Instant document access, enhanced security and seamless integration with host applications make MESSA's ImageNow deployment a success. As the organization extends its use of the ImageNow product family, time and costs savings will be compounded.

## The Challenges

Host system integration

Slow document retrieval from existing imaging system hinders response to customers

HIPAA compliance

Find a document management solution that is easy to use and administer

## The Results

Patented technology facilitated seamless integration with PeopleSoft and RIMS applications without altering existing business processes

Instant, single-click access to all documents boosts customer service

User- and drawer-level access privileges protect confidential customer information

Intuitive interface is user-friendly and almost maintenance-free

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## Quick Stats

#### Name:

Michigan Education Special Services Association (MESSA)

#### Focus:

Insurance benefit provision

#### Number of ImageNow users:

250

#### Document images created:

1.2 million annually

#### Integration:

PeopleSoft, RIMS

#### Products in use:

ImageNow, ImageNow Virtual Printer