

Document Imaging Report

Business Trends on Converting Paper Processes to Electronic Format

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Panasonic Targets Healthcare Market

New workgroup model features unique capabilities for capturing cards.

Panasonic has become the latest vendor to attack the red-hot healthcare provider market with a workgroup scanner. One key to success in this space is being able to capture identification and health insurance cards with a document scanner. With its new KV-S1025C and KV-S1020C models, Panasonic has addressed this requirement. It has gone a couple steps further as well, incorporating features like the ability to capture mixed batches of cards and documents and the ability to combine images from duplex cards in a single file.

"All of our competitors can capture cards," said Gary Bailer, Panasonic Digital Document Company's product manager for scanners. "We're a little bit late to the healthcare game, so we ran some focus groups and had meetings with ISVs who target this space before finalizing plans for the product. This helped us better address the entire workflow process encountered by healthcare providers."

Bailer pointed out that 60% of the time, patients have both primary and secondary insurance cards. "This is not to mention drivers' licenses, as well as HIPAA

and treatment forms that are captured when a patient checks in," said Bailer. "None of our competitors will guarantee the ability to handle multiple cards in a single batch. We guarantee up to three cards and have tested quantities of at least 10 without getting a mis-feed. Obviously, having to load each card separately will slow down your workflow. None of our competitors handles paper and cards in the same batch either."

Duplex card capture to a single file may be even more important, according to Bailer. "Some insurance cards have information like the patients' name and phone number on the front and the group I.D. number on the back," he said. "If these documents are captured as separate files, it is difficult to apply OCR—especially if you're doing database look-ups for validation.

"The primary cause for lack, or delay, of payment for a healthcare

provider from an insurance company is data-entry error. We've been working with several leading healthcare billing software companies that have developed automated capture technology. They have all indicated they would benefit from what we are calling our 'double-exposure' technology. We've built it to work with both our TWAIN and ISIS drivers."



Panasonic's new KV-S1025C scans cards and paper in the same batch.

The KV-S102xC units utilize CCD cameras and are rated at 26 ppm at 200 dpi in color, grayscale, and binary. The duplex KV-S1025C is rated at 52 ipm and lists for \$1,049. The simplex KV-S1020C lists for \$949. Panasonic will continue to market its legacy KV-S2026C workgroup models, which feature a recommended daily duty cycle (RDDC) of 4,000 pages. The KV-S102xC models have an RDDC of 1,000 pages. "There are applications that require the robustness of the 2026," said Bailer.

The KV-S102xC models feature

Panasonic's proprietary Dynamic Threshold image processing technology, which is touted as an alternative to **Kofax VRS**. For customers that prefer VRS, the scanners are certified on it, although VRS must be purchased separately. Panasonic has also included its Multistream output technology, as well as auto-color detect and multi-color dropout.

Panasonic also advertises something called "Double-Feed Prevention." "Basically, our focus groups told us that we should work on eliminating double-feeds rather than discovering them," Bailer told *DIR*. "All the scanners we've released in the last year have included a special set of rollers that run the opposite direction of the feeding rollers. They are designed to keep pages from being fed through on top of other pages. Other feeders I've seen use cork pads that wear and are less effective at preventing double-feeds."

"None of our competitors will guarantee the ability to handle multiple cards in a single batch."

Gary Bailer, Panasonic

The new scanners include long document capture capabilities for items like EKG reports. "Across the board, healthcare is the single largest growth industry in the United States," Bailer told *DIR*. "The costs are exorbitant, and there is demand to improve efficiencies. We are also targeting related markets like pharmacies that need to scan insurance cards.

"The small footprint and on-board image processing make the KV-S102xC models attractive to the transportation industry. We have been discussing applications in which truckers could run their scanners with tablet PCs. The tablets would leverage Bluetooth and a satellite hookup to transfer scanned images to a server. These tablets often don't have the RAM and/or CPU power to handle an image processing application such as VRS."

Finally, the new scanners have a feature designed to address the security requirements of government agencies. This feature ensures images are automatically erased from the scanners immediately after they are captured and processed.

For more information:

http://www.panasonic.com/business/office/cat_scanners.asp

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