



**Vertafore™**

Unleash your potential

**Success Story**

# The Kentucky Workers' Compensation Fund

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## Agency Snapshot

KESA, The Kentucky Workers' Compensation Fund, is a not-for-profit fund that has been writing workers' compensation coverage for Kentucky employers for more than 28 years. With more than 5,500 members, and more than \$50,000,000 in premiums, KESA is one of the largest and most financially stable workers' compensation providers in the state. Headquartered in Louisville, KESA is sponsored by the Kentucky Employers' Safety Association to promote safety and health in the workplace.

## Vertafore Solutions

- ImageRight

## Proven Results

- Eliminated stacks of claim files and medical bills
- Gave department managers better control of tasks and workflows
- Achieved live production, company-wide, in nine months
- Empowered employees to collaborate on processes and workflows
- Increased productivity while maintaining current staffing levels
- Eliminated manual processes
- Increased growth potential

## Eliminating paper brings hidden rewards in workflow, capacity, social interaction, and improved productivity.

Our Roving Reporter talked with Linda Davis, Human Resources/Office Manager, and Rubyanne O'Bryan, IT Manager, to find out how ImageRight helps KESA work smarter.

**RR:** KESA has achieved significant growth in less than 30 years. Is your strong growth the reason you began looking at a system like ImageRight at this point in your history?

**Rubyanne:** Yes, I've been here for six-and-a-half years and the amount of paper and mail we handle has grown exponentially. Because Greg Buie, our Executive Director, is technology-savvy, he started looking for a solution to handle our volume of mail, high number of claims, the number of applications and policies we process, and the medical bills that could pile up two feet high on any given mail day. The regulatory requirements for storage and privacy were another issue entirely, but it all amounted to mountains of paper and exhausted storage space.

**RR:** KESA's commitment to financial responsibility is impressive. It's even stated on your website.

**Linda:** Being financially secure is paramount at KESA. As a self-insured group fund, our members count on our financial stability.

**RR:** Did that focus on financials have any bearing on your decision to look at ImageRight?

**Rubyanne:** In a very practical way, yes, because time is money in this business. The paperless files and the workflow allow us to process claims and medical bills with a speed that just wasn't possible before. Our Claims Manager used to have someone count the medical bills that were stacked up every Friday, just to get some idea of what needed to be processed. There always was a backlog. Now he takes a minute or two to run a report, and he knows exactly how many there are, where they are, how old they are, and when they'll be paid. It has saved us a tremendous amount of money.

**Linda:** The numbers our Claims Manager sees on the report are much more accurate than having three or four people count claims and bills on their desks. We also can see how each of the three people who pay our bills are faring with their workloads, to make sure they're keeping up and not getting overwhelmed. And it extends beyond claims and bills. With ImageRight's workflow capabilities, we can tell at a glance how many new underwriting applications came in or how many first reports of injury have been filed. All of the managers have a much better idea of what is going on in their departments. That's an awesome thing.

**RR:** It's less surprising to find the IT Manager involved in the selection of a content management and workflow system than it is to find a Human Resources/Office Manager. But it seems brilliant, especially if KESA intends to roll out ImageRight to the entire company. Was that the plan from the outset?

**Rubyanne:** It was. Linda has been our project manager from the beginning because it made sense to us to have the Human Resources manager oversee the roll out of a system that touches every employee in every department. Our Expectations Meeting

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— Rubyanne O’Bryan, IT Manager

was June 18, 2007 and we set our goal as implementing the whole office in three phases. The Claims Department went up first. We had training in the first week of October and went live in the second week. Then we brought up the Administrative Department along with IT and Accounting, going live on December 10th. The last group was the policy side, the Underwriting and Client Relations Departments, which went live on St. Patrick’s Day, 2008.

**RR:** Three issues have to be faced with an implementation that new and that fast: fear of change, social adaptation, and technological adaptation. How did those manifest at KESA?

**Linda:** The workplace really does change. It’s quieter because people don’t have to be up and about searching for paper. On the other hand, because people are so much more efficiently productive, they make time to be social. It’s quite fascinating. Sometimes they’ll be sharing something on-screen, as they might have done with a paper document. But more often, they’ll just make a point to stop by and say, “I haven’t seen you all day”.

**Rubyanne:** And there’s something about ImageRight that fosters cooperation. We’re forever collaborating on refining things, streamlining processes, and perfecting workflows. So, we’re seeing both social and business interactions that are new and enjoyable.

**RR:** Has anything about KESA’s ImageRight experience contradicted your expectations, whether they had to do with accepting change, adapting socially, or adapting technologically?

**Linda:** KESA has a large population of “mature employees”, so we were a little concerned about all three of those issues. However, I’m very pleased and a bit surprised by the ease with which all of our employees have transitioned to ImageRight.

**Rubyanne:** I agree. All of us have accepted the changes and learned the technology. Even people who are nearing retirement

age who might not have the same kinds of motivation to accept significant change and to learn a new technology have taken it all in stride. Credit has to be given to ImageRight as well. They’ve created a system that’s very user-friendly. And their training and support is top-notch.

**RR:** Was it anything like a cultural shock?

**Rubyanne:** It is a cultural shock. Take my paper? We’re not going to have paper? I won’t have my files? That’s not just a way of working; it’s a way of life. But you’d now think that most of us have been living this way forever.

**Linda:** It’s very different. Now you go by people’s desks and they’re so clean and clear. All those files are gone. All those extra papers are gone.

**RR:** Given your new technological capability, are there any ways in which KESA thinks about its growth potential in terms of acquiring more business or from a staffing perspective?

**Linda:** Even with our growth to date, we haven’t had to hire many more people because we’ve streamlined and automated a lot of things that we used to do manually.

**Rubyanne:** Because ImageRight made such a profound difference in the way we treat basic things like mail, and because we’re still sort of catching up with the power and benefits of electronic workflow, it’s going to be a little while before we fully understand our new capacity. But we definitely see that our growth potential has taken a huge leap.

**RR:** In thinking about the way in which ImageRight has been so successful in building a community of users, I’d like to ask: Have you ever been to the User Group Conference?

**Linda:** Yes! We had just started the implementation process when the 2007 conference was starting. As a matter of fact, we did our Test Lab on the Claims Department the day that it opened. Rubyanne and I talked to so many people

at the conference. We were certain we’d find somebody who had some negativity about IR, but we found absolutely no one. Everyone was a raving fan.

**Rubyanne:** Four of us went to the conference. We all went to different sessions and then would get back together in the evening to debrief. We were absolutely amazed by how well ImageRight takes care of all of their clients. As an IT person, I can’t get over how ImageRight’s programmers have listened to their clients. And they have their implementation plan down to a science.

**Linda:** In this day and age, it’s amazing to me that there’s a company that takes so much pride in taking care of their clients. Everyone is very friendly and always willing to help.

**RR:** Have you visited the ImageRight offices in Conyers?

**Rubyanne:** Yes. They have a ball. And their friendliness shows in their work. They have food delivered for “family lunch” every Friday. And they have massage therapists that come once a month. They brought the massage therapists to the User Group Conference. If I were younger, you better believe I’d be heading down there to get a job!

**Linda:** It’s great! And those personal touches are the things that most companies get rid of when they grow to the size of ImageRight.

**Rubyanne:** That’s exactly what’s enabled them to grow, nationwide and worldwide. They have such good technology and customer service. We questioned whether we should go with a company that was out of state instead of local, but it didn’t matter. They have technical support people to take our calls and the technology to get into our servers and do what needs to be done.

**Linda:** And with Webex, they can teach us from their own desks. What they’ve created is just unbelievable.



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