EXACT SCIENCES CASE STUDY

Exact Sciences switches to the Extract Systems™ Platform and nearly doubles their order entry volume without an increase in staff.

extract

EVEN THE MOST COMPLEX DOCUMENT CLASSIFICATION CAN BE TURNED INTO AN AUTOMATED PROCESS.

BACKGROUND:

Exact Sciences is a medical diagnostic company that offers non-invasive colon cancer screening tests performed at home. A prescription for the test is sent to Exact Sciences Laboratories and the order is received and entered into the order entry system, which begins the laboratory screening process. The testing kits are delivered, the customer collects a sample, then returns the kit to Exact Sciences. Once the sample arrives at the Exact Sciences' laboratories, it is processed, tested, and a result is generated. The result is delivered to the ordering physician via the provider portal, eFax, or PDF to be shared with the patient.

Exact Sciences quickly realized that the health industry still heavily relies on faxing, consequently resulting in extensive issues. Exact Sciences started receiving 1,000 faxes per day that had to be separated into eight different categories. That led to a high degree of manual input in addition to their incoming fax workflow—consisting of 85% of total order volume. Conclusively, the data entry team had to manually enter all the data from order requisition forms.

Exact Sciences desired a flexible solution to help automate the order entry process accurately and efficiently. The solution would need to be able to interpret a variety of documents, and unlike other OCR solutions it needed to decipher text from a multitude of diverse documents. Also, the solution would require straightforward integration into Exact Sciences' current system. Lastly, it needed to provide the document classification continuously in an easily accessible and secure location.

Challenges:

WORK BACKLOG:

Manually entering unstructured documents would take Exact Sciences anywhere from four to eight hours per day to complete. Understandably, the order entry team was unable to keep up with the volume of documents coming in. Their backlog was growing day by day, fax by fax.

HUMAN ERRORS:

Full manual entry was obsolete. Not only did it take a great deal of time, it created higher data entry errors.

PROJECT TURNAROUND TIME:

Exact needed to employ a new system quickly, not only to uphold work quality requirements, but to align its implementation within an already established software renovation timeline with an existing vendor.

VOLUME OF UNSTRUCTURED DOCUMENTS:

Employees were manually sorting over 1,000 unstructured documents per day into eight categories, and some of these categories contained subcategories. They were also manually entering over 30 fields per document in their order entry system. Exact Sciences' ultimate challenge was that the daily order volume was constantly increasing. Today, their daily volume is over 1,200 documents per day.

EXACT SCIENCES

EXACT SCIENCES CASE STUDY:

Exact Sciences uses Extract's document classification and data extraction tools. Also, they use Extract's multi-patient rules to detect if multiple patients are in the same document, and can decide whether or not to separate them.

EXTRACT WAS ABLE TO SECURE A HIGH-QUALITY WORK OUTPUT, WORKED PARALLEL TO THE 90-DAY PREEXISTING TIMEFRAME, AND NATURALLY COMMUNICATED WITH EXISTING VENDORS TO ENSURE SMOOTH INSTALLATION.

EXACT SCIENCES CHOSE TO GET CREATIVE AND BROUGHT EXTRACT ON BOARD TO LEVERAGE OCR TO HELP SORT AND CAPTURE DATA ENTRY FIELDS.

Extract Solution:

ACTION:

Exact Sciences met to define post-implementation goals and desired workflow. Extract outlined the various document types, preferred fields for data capture, and obtained sample documents to write customized rules.

Extract worked closely with Exact Sciences', vendors that built the order entry system (ROCS), and the DMS vendor (OnBase) to ensure a seamless delivery of images to the DMS and XML to ROCS.

The testing process began with a test-solution install along with a configuration workflow to perform comprehensive testing. Both classification and order rules were tested in order to collect feedback data. Rules were then revised, tested and feedback was collected in order to capture all required fields and master the document classification workflow. As soon as Extract and Exact Sciences were equally satisfied with the workflow, the solution was moved into live production. The full project was completed in the stringent 90-day timeline.

RESULTS:

Exact Sciences has experienced the following results from its partnership with Extract:

- Data entry time has **decreased by more than 30%**
- **Order entry error rate decreased by 80%**
- Order volume nearly doubled without an increase in staff
- Employees no longer perform mundane tasks like document classification and can focus on more advantageous work for the company

Extract was able to write specific rules so if a fax was classified as an order, the Extract Systems Platform was able to make a special distinction for special orders from certain clinics and sort them separately from the standard orders.

Together, Extract and Exact Sciences succeeded in addressing order entry needs through customized rule sets, as well as improving data accessibility.
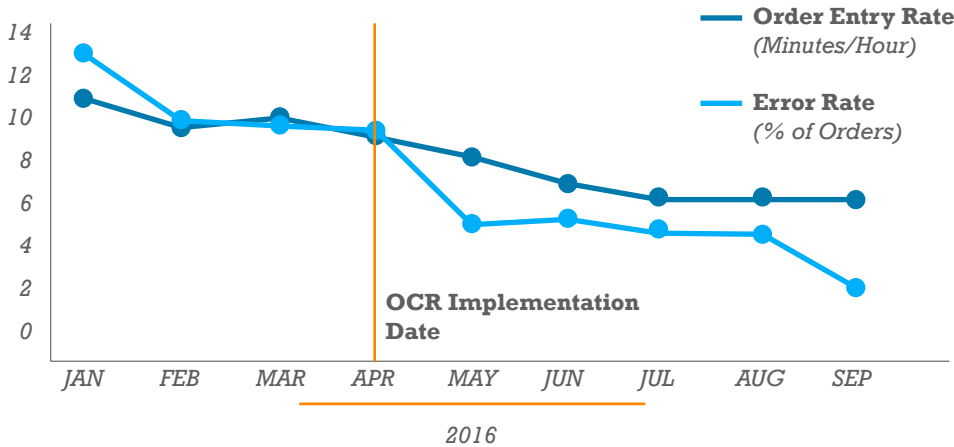
Benefits:

Unlike some advanced partnerships, Extract worked in conjunction with preexisting infrastructures. Also, Extract worked diligently to ensure a successful go-live within Exact Sciences' firm timeline. This collaboration allowed a smooth, profitable integration.

The below chart illustrates the order entry efficiency rate that Extract was able to help Exact Sciences achieve.

ORDER ENTRY EFFICIENCY:

"WE DEFINITELY ARE VERY SATISFIED WITH EXTRACT, AND THE TEAM WE HAVE BEEN WORKING WITH HAS BEEN GREAT."

-GARY FRINGS
CHIEF INFORMATION OFFICER

Future Plans:

The relationship between Exact Sciences and Extract continues to grow. Exact Sciences is planning to use Extract's advanced OCR solution in other departments in order to automate manual processes. Exact Sciences actively looks forward to applying continued advancements in the software and new product updates to further optimize data entry workflows. Our combined future looks very promising.

*"I KNOW THAT WE HAVE OTHER PARTS OF OUR BUSINESS THAT ARE GOING TO BE ABLE TO BENEFIT FROM THE EXTRACT SYSTEMS PLATFORM, SO WE LOOK FORWARD TO **IMPLEMENTING THE SOLUTION IN OTHER PARTS OF OUR BUSINESS**."*

-GARY FRINGS
CHIEF INFORMATION OFFICER