Henry Ford Health System Makes Giving Charitable Donations Easier Thanks To Advanced ICR

Benefiting hundreds of thousands of people in the state of Michigan, Henry Ford Health System is proud of its employees’ support of its charitable causes. But complicated bubble forms made donating tedious and error-prone – until ABBYY FlexiCapture® enabled accurate and automatic recognition of hand-printed forms.

“FlexiCapture has helped to positively transform a previously cumbersome process. The ability to recognize hand-printed text has greatly improved the customer experience.”

Tommy O’Flynn, Manager, Information Services, Henry Ford Health System, Office of Philanthropy

Employee giving enables a wealth of charitable benefits

Henry Ford Health System is as diverse as the many communities it serves. Engaged in thousands of programs across Michigan, it comprises five hospitals, 30 medical centers and The Henry Ford Medical Group – which includes more than 1,200 physicians practicing in over 40 specialties.

Henry Ford is also a major employer in the community with more than 23,000 employees. These employees are some of the health system’s greatest advocates and many choose to donate a portion of their paycheck back to the health system in support of various philanthropic initiatives. And, as Tommy O’Flynn, Information Services Manager for the Henry Ford Office of Philanthropy says, employee donations are a major source of funding: “More than 50 percent of our employees donate back to the System and their generosity is crucial to enabling Henry Ford to succeed in its mission.”
Complex forms create complications for donors

Donation forms are distributed to employees throughout the fall of every year and generate significant response. According to O’Flynn, “During our annual employee pledge drive we receive 15,000 donation forms. That’s 5,000 forms a month that need to be scanned and processed.” The old bubble forms, however, were difficult and time consuming for employees to complete. “An employee who chose to donate to four different funds had to shade as many as fifty bubbles in order to authorize their donation” explains O’Flynn. “The form we were using was hard to fill in and error-prone – which also made capturing, verifying and processing forms cumbersome.”

For the philanthropy team, providing a better way for employees to donate was essential. “We felt it was important,” says O’Flynn, “to make it as easy as possible for our employees to give.”

ABBYY FlexiCapture: streamlining the donation process

To begin with, the team looked for a solution capable of recognizing and converting hand-printed text. “We wanted to make things simple by enabling people to hand write their pledges. So we looked for solutions with really accurate OCR and ICR and had several vendors demo their software. ABBYY FlexiCapture’s accuracy and verification process really stood out.”

“During ABBYY’s demonstration, FlexiCapture® showed it was capable of helping us achieve everything we were aiming for. Hand-print text interpretation had a high accuracy rate; the form review process quick and efficient.” And FlexiCapture’s cost-effectiveness made a good impression, too: “It worked well within our budget.”

Henry Ford deployed FlexiCapture on a remote server where it is accessed via a remote desktop connection. The solution enables one person to run the entire form processing system on a single workstation – where pledges are scanned in batches of 100 to a Microsoft® Outlook® email account. The forms are then automatically loaded into FlexiCapture, recognized and converted to text files, verified by the user and sent for import into a PeopleSoft™ database.

The results

“From the users’ perspective,” says O’Flynn, “FlexiCapture has helped us accomplish what we set out to accomplish. The ability to accurately interpret hand-printed text has enabled us to greatly improve the customer experience. Since implementing the system we’ve received many compliments from employee donors who have said that the new form is much easier to use than the old one.”

Plus, as O’Flynn describes, ABBYY FlexiCapture has helped bring broader efficiencies: “Overall, our new process is faster, especially since FlexiCapture is far better at catching errors than the old system. This saves a lot of time since there’s less effort spent on manual correction.” And even better, FlexiCapture was easy for Henry Ford from the get-go: “Installation was straightforward and the learning curve was short for the person responsible for processing the forms. A single staff person is able to process more than 5,000 forms per month as they are received during the campaign.”

And as far as working with ABBYY? “It was really great,” says O’Flynn. “ABBY’s people were great to work with and FlexiCapture has the potential to help streamline many other processes that involve dealing with medical forms.”

Learn more at www.ABBYY.com/FlexiCapture