



# Ready to unlock the power of your documents?

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## Boost your digital workforce with Intelligent Content Processing

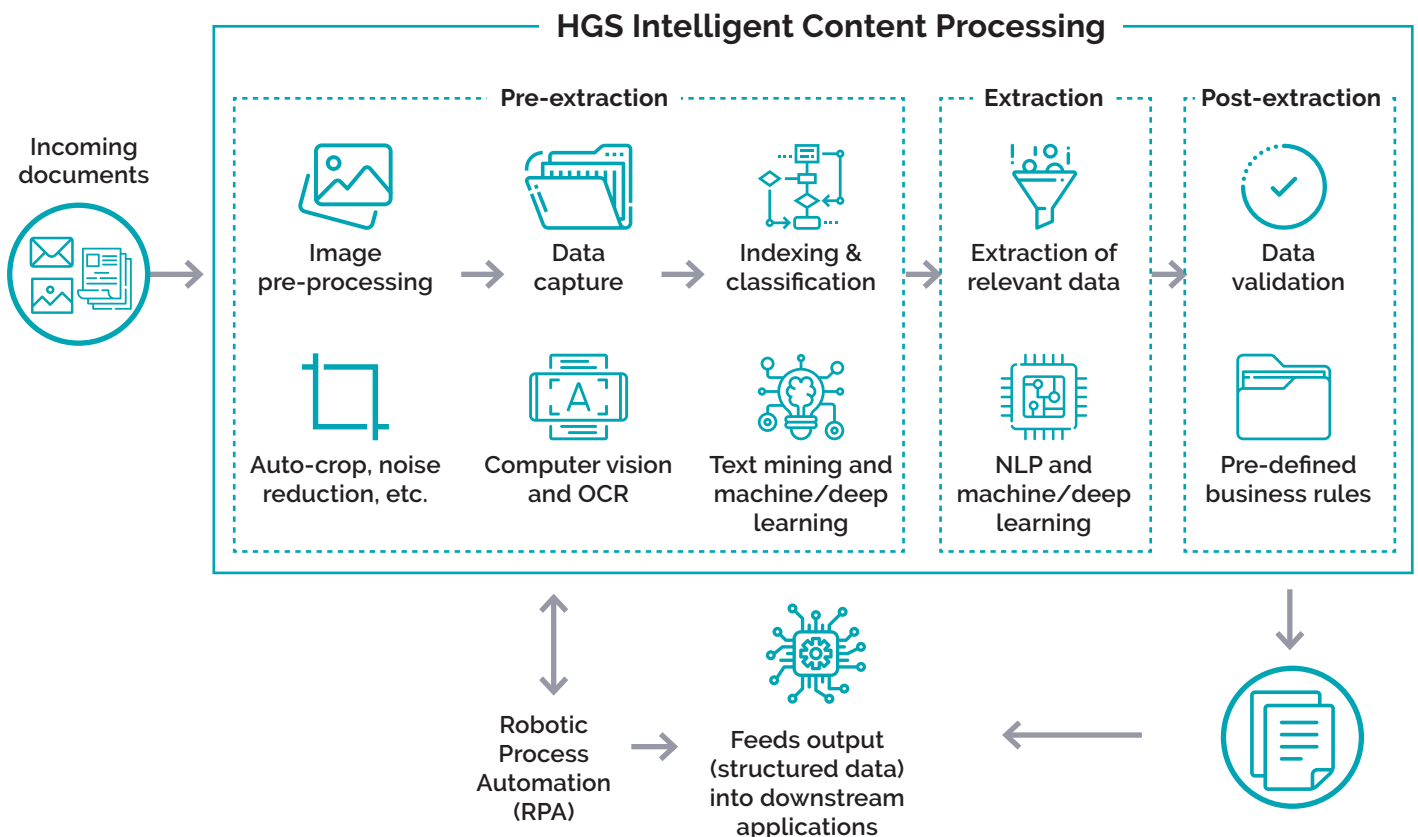
The amount of data found in today's enterprises is growing exponentially. By 2025, the IDC predicts that data worldwide will exceed 175 Zettabytes. Much of that information is locked in repositories of emails, text, images, PDFs and scanned documents, which creates a bottleneck in achieving true digital transformation.

Organizations across industries are looking to automate business processes and operational workflows through the use of Robotic Process Automation (RPA), Artificial Intelligence (AI) and analytics.

However, most of these initiatives face the challenge of handling data from unstructured sources and/or incorporating cognitive features beyond rule-based automation. One way of addressing this challenge is through the implementation of Intelligent Content Processing (ICP).

# What is Intelligent Content Processing?

Intelligent Content Processing is a critical ingredient of intelligent automation. It transforms unstructured and semi-structured information into usable data. Rather than leveraging a single technology as is the case with optical character recognition (OCR), ICP uses a suite of AI technologies including machine learning (ML), natural language processing (NLP), Computer Vision and deep learning to classify, categorize and extract relevant information, and validate the extracted data. This extracted content is formatted in such a way that downstream processes can utilize it as per the requirements. An embedded ML model, within ICP, can identify the type of document and extract content irrespective of the template of the document. This template-free approach makes the engine useful for various types of business process automation needs. Ultimately, integrating ICP into an RPA platform enables today's business users to automate processes end-to-end.



# The HGS Digital Intelligent Content Processing Solution

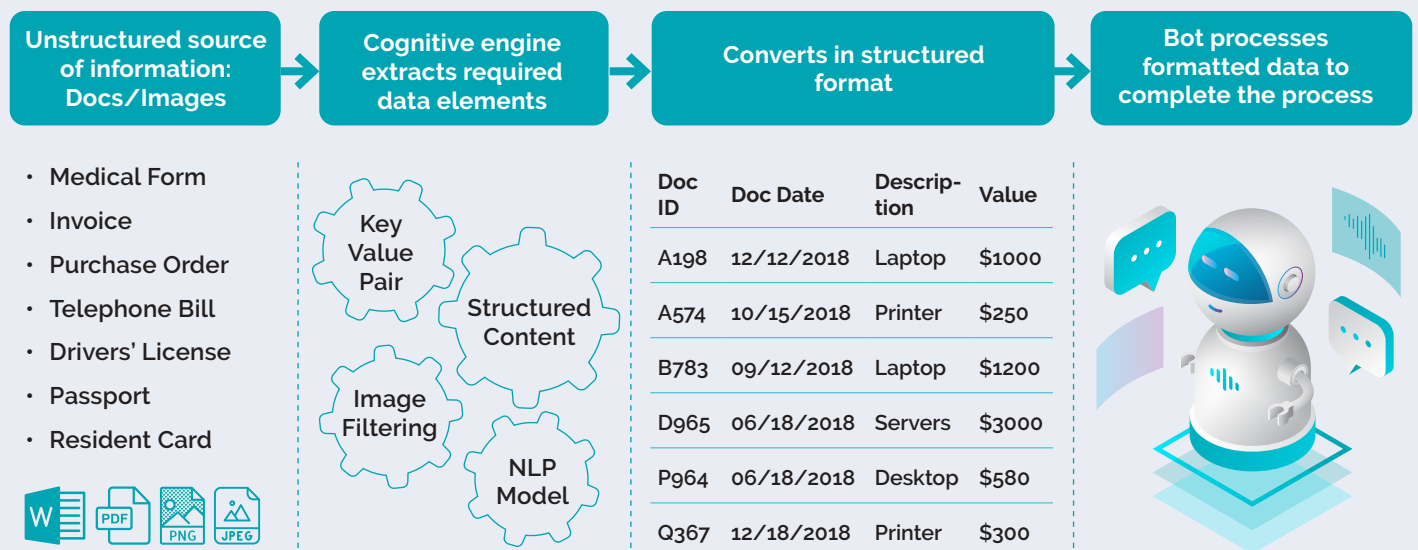
HGS Digital offers an intelligent suite of services called HGS Cognitive Services which leverages ICP to streamline and automate business processes to improve decision making. Our ICP Solution leverages machine learning and artificial intelligence to analyze unstructured data for critical insights. It enables users to quickly process and manage critical business documents, images, forms, and unstructured data from a wide variety of sources to drive business processes and actions.

## How Your Organization Benefits

- Makes inaccessible data actionable at scale
- Extracts the right information accurately
- Automates tedious, but necessary business processes
- Digitizes paper documents efficiently
- Segregates and assembles documents and data seamlessly
- Improves compliance and risk management
- Boosts process efficiencies with end-to-end automation of document-centric processes
- Achieves direct cost savings by cutting expenses to process large volumes of data

## AI powered HGS Image Analytics Solution

### HGS Intelligent Content Processing (ICP)



# How can you use Intelligent Content Processing?

HGS Digital's Intelligent Content Processing solution is designed to help businesses across industries improve compliance, risk management, operational efficiencies, and content processing through automation. Businesses can adopt ICP for a variety of use cases ranging from invoices, purchase orders, delivery notes, checks and ledgers to passports, contracts and more. Specific use cases can be applied to key verticals such as Finance/Accounting, Human Resources and Supply Chain.

## Finance/Accounting

- Procure to Pay
- Order to Cash
- Collections
- Invoice Management
- Check Processing

## Human Resources

- Payroll
- Know Your Customer Onboarding
- Passports, State IDs, Driver's Licenses

## Supply Chain

- Invoice Management
- Inventory Management
- Point of Sale, Bill of Lading, Delivery Notes, Transportation Notes

## Healthcare

- Medical Record Review
- Claims Processing
- Itemized Bills
- Appeals and Grievances
- Correspondences

## Use Case: ICP improves grievances and appeals efficiencies

A leading national health insurance player sought to shore up manual reading of unstructured/structured information on grievances. The client had several disparate manual claims-processing systems and relied on a human claims processor, leading to an 84% upheld rate of denial decisions in several markets.

## Grievance & Appeals AI-enabled Intelligent Intake

### Lines of Business/Products

- Medicare
- Medicaid
- Commercial
- Specialty

### Inputs come from



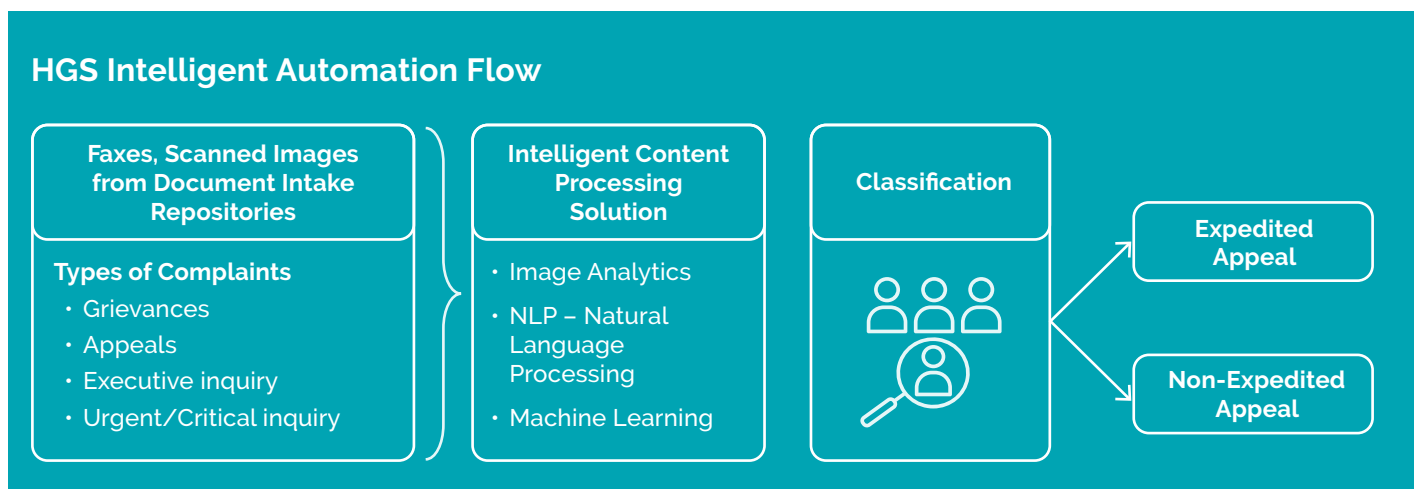
Member



Provider

### Complaints made by

- Participating Providers
- Non-Participating Providers
- Members or Loved Ones



HGS delivered an [intelligent machine learning solution](#) to help improve the client's Star rating, specifically by improving grievances and appeals efficiencies. This was achieved, in part, through Intelligent Content Processing. An HGS-developed internal image analytics engine for source and format-agnostic extraction and processing helped drive an increase in ICP precision levels to 99% and accuracy to 98%.

The project was launched within two months with an objective of reducing overturned denial decisions and auto-forward rates by 50-75%. The solution has improved the ratings in the following areas: appeals auto-forward; appeals upheld; timely decisions about appeals; and reviewing appeals decisions.



**50%**

in cost savings



**8%**

weighted average improvement  
in Star ratings of MA plan



**40%**

workflow efficiency  
improvement

## The HGS Digital Advantage:

A data-driven digital transformation strategy is the foundation of a successful Intelligent Content Processing solution. HGS Digital marries technology like ICP with a deep understanding of data. HGS Digital's industry-leading data strategy team helps today's organizations implement ICP effectively to leverage better insights from data to power their digital transformation. With a strong cross-functional expertise in digital strategy, data-driven marketing, and marketing data analytics, we work closely with senior executives to help them outline scope, define multi-year roadmaps, identify best operating models, and recommend appropriate technology investments.

### HGS Digital

With over 250 digital successes and stellar client satisfaction ratings, HGS Digital creates frictionless customer experiences that solve complex business problems and improve people's lives.

We work with leading brands across the world to improve their customer engagement, optimize their operations, reduce costs, and increase revenue. As a technology-agnostic consultant—with partners ranging from Amazon, Salesforce, Google, IBM, Microsoft, and more—we are well-equipped to help you select and successfully implement the right tools for your specific needs.

*Looking to add Intelligent Content Processing into your digital transformation strategy?  
Connect with us at [contact@hgsdigital.com](mailto:contact@hgsdigital.com) or 312-755-1845.*