



## IMERGE Consulting InSights™ - March 2003

### Welcome,

Be sure to Visit the "[Articles](#)" page of [www.imergeconsult.com](http://www.imergeconsult.com) today for dozens of industry-related articles, white papers, industry reports, books and Webcasts written, edited and presented by IMERGE consultants. Topics include document management, workflow, COLD/ERM, content management, portals, customer relationship management, electronic signatures and health claims payment and processing. The IMERGE Consulting website has long been a favorite in the industry for information and advice.

For example, a seminar by Arthur Gingrande on "[Information Capture and Forms Processing, Part 1](#)" was presented at TAWPI 2002 August 4, 2002 in Chicago. Attendees paid to attend, but it is free (for a limited time) as one of the prerecorded [webinars](#) on IMERGE's website. Try it (it just takes a few moments to load and begin playing, depending on your connection speed).

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### Editor's Note

We in the consulting industry do not always welcome the opportunities that put work on the table for us. By that I am referring to the growing amount of work that is created by information mismanagement, the consequences of which can be fatal. Recent examples include the 9/11 tragedy, the Columbia disaster, the R.I. nightclub fire that took 97 lives, and death of the poor Mexican girl who mistakenly received a transplant of a lung and heart with the wrong blood type. In these instances, the right information was not available to the people who needed it. The problem in all three cases was management's inability to implement fail-safe procedures or to "connect the dots" of their data resources in time.

Unfortunately, these kinds of errors are not uncommon. A recent article in the Boston Globe noted that 98,000 deaths annually are attributed to doctor's errors - primarily caused by lack of information coordination and document mismanagement. That's more than the number of lives that AIDS claims each year! Progress in information technology may grow exponentially, but the speed of system implementation in corporate America continues to lag far behind. Or, once a system is implemented, its security measures, data validation routines, and process revision procedures often prove inadequate. Fortunately these problems are solvable - by IT professionals like IMERGE Consulting with a thorough knowledge of their clients' business processes. New regulation like HIPAA and the US Patriot Act only serve to multiply the risks associated with human error.

Perhaps it is time for YOU to take a hard look at your business process design and document management needs. IMERGE Consulting is ready to help you; contact any one of us today...before it's too late.

Arthur

[Arthur Gingrande](#)

IMERGE InSights Executive Editor

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### The General Manager's Perspective

#### "Top 10 Things to Look for in an Analyst Consulting Firm"

by [Don Post](#)

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If you've watched "The David Letterman Show," you have probably seen Dave's top 10 lists. Like "Top Ten Things You Don't Want To Hear in a New York City Taxi" (2/10/03). When it comes to hiring a consulting company, you can avoid the pain, expense, and hassle when you hire the right consulting firm at the outset. This is what to look for:

10. Experience. Nothing says "inexperience" like fresh-out-of-school consultants. We have published dozens of books and articles, and written many articles and white papers (To learn more, click [here](#)).

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## IMERGE in the News

### For IMERGE Partners will be AIIM 2003 Conference Speakers

IMERGE will have greater participation in AIIM 2003 New York Sessions than any other firm.

Session 16 - [Mason Grigsby](#): Web Customer Service Imperative

Session 49 - [Don Post](#) (panel moderator): Innovations in Capture

Session 53 - [Arthur Gingrande](#) (panelist): Patriot Act

Session 55 - [Arthur Gingrande](#) and [Bernard Chester](#): High Production Forms Automation

**IMERGE Presents Two Sessions at AIIM Expo Solution Center.** In addition to speaking at the AIIM 2003 Conference, IMERGE will present sessions on the Expo floor on "Best Practices in Electronic Recording of Deeds" and "Impact of Regulations on Financial Services, and What To Do About It".

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## Feature Article

**Processing unstructured forms on the fly** (from *KM World*, February, 2003)

By [Arthur Gindgrande](#), Partner

According to Laura Ramos, director of Research at [Giga Information Group](#), unstructured data accounts for nearly 80% of all corporate data on record. That includes all data types, including e-mail and voice messages, presentations, videos, attachments, paper documents and forms. The overwhelming volume of that data makes processing unstructured data for storage and consumption a major priority for most corporations. In the world of forms, the hottest, high-volume ICR application is processing unstructured forms, such as purchase orders and invoices.

The term 'unstructured' is a misnomer. This is no question that purchase orders and invoices, for example, are consistently structured from one form to another - at least from the standpoint of the issuing company. The term becomes meaningful... [More](#)

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## Industry Watchdog

As unbiased, independent consultants, IMERGE helps users determine what products are best for their short- and long-term needs. Here are some vendors' recent changes that have been communicated to us. If you're an end user, let IMERGE help you put it in perspective.

**Words to take seriously:** "... whoever knowingly alters, destroys, mutilates, conceals, covers up, falsifies or makes a false entry in any record, document or tangible object with intent to impede, obstruct or influence the investigation or proper administration of any matter within the jurisdiction of any department or agency of the United States or any case filed under title 11 or in relation to, or contemplation of any such matter of case, shall be fined under this title, imprisoned not more than 20 years, or both."

The above quote is from the Sarbanes-Oxley Act, passed last year in response to the Enron situation and other accounting scandals. What it means is that you had better make sure your CEO and CFO get smart about content and document management, and very quickly.

**Optika, Inc.** ([www.optika.com](http://www.optika.com)) announced that Acorde Records Manager version 3.0, a solution for identifying,

classifying, tracking and managing all forms of information from inception through destruction or archival, is now generally available.

**Kofax** ([www.kofax.com](http://www.kofax.com)) has released version 3.0 of its award-winning VirtualReScan (VRS) automated document image-perfecting solution.

**Identitech, Inc.** ([www.identitech.com](http://www.identitech.com)) announced that FYI has received U.S. Department of Defense (DoD) 5015.2 - STD certification for Electronic Records Management Software Applications.

**Ceresoft** ([www.ceresoft.com](http://www.ceresoft.com)) formed an alliance with ScanOptics (<http://www.scanoptics.com>), a large scanner manufacture with more than 30 years' experience in the forms processing arena. ScanOptics will resell Ceresoft's **EOBAgent™** product, which turns volumes of healthcare EOB's and remittance into accessible patient information.

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## Meet the IMERGE Team

IMERGE Partners: [Arthur Gingrande](#) (Boston); [Mason Grigsby](#) (San Francisco); [Greg Hugie](#) (Austin); [Terry Menta](#) (St. Paul); [Jim Minihan](#) (Washington, D.C.); [Don Post](#) (Chicago).

IMERGE Principals: [Robert Berghell](#) (Los Angeles); [Bernard Chester](#) (Seattle); [Bern Grush](#) (Toronto, ON, CA); [Jim Just](#) (Madison); [Linda Kempster](#) (Sarasota).

IMERGE Consultants: [Barbara Blackburn](#) (Minneapolis); [Marcialynn Harrington](#) (Chicago); [Lynnea Brown](#) (Chicago); Tom Troolin (Minneapolis); Kevin O'Sullivan (New Jersey); Dick Quinn (Orlando); Paul White (New Hampshire).

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