

Content Enabling Your Line-of-Business Applications Maximizes Information Flow & ROI



Electronic content management (ECM) helps our customers gain control over the avalanche of physical and electronic documents and reports they use each day. It creates business process improvement by replacing inefficient paper-based systems and linking previously disconnected silos of information.

Increasingly, our customers are expecting ECM to provide more than an document archive and accessibility solution. They are looking for an integration between their ECM document repository and their line-of-business applications to streamline enterprise-based work processes. For example:

- An electronic medical records system linked to an ECM document repository assures doctors and nurses can seamlessly access scanned medical charts, records and other patient information. System and document security features inherent to an ECM system, including user permissions and document audit trails, protect confidential information and help organizations meet HIPAA and other regulatory requirements.
- A content-enabled accounting system can post payments and record transactions, display an invoice and generate an automated workflow to resolve exceptions with a mouse click or function key.
- A customer relationship management (CRM) system can give accounting, customer support, legal and sales staff quick access to contracts, correspondence, receipts and other physical records scanned into the ECM document repository. This enhances customer service and provides all involved associated with the customer account to benefit from seeing the broader picture.

Empowering employees to access electronic document repositories directly from a familiar line-of-business application they work in each day drives end user acceptance of ECM. It reduces information



Healthcare Agency Links EMR & ECM to Maximize Information Flow

The [Community Reach Center](#) (CRC) provides mental health recovery services to more than 10,000 consumers each year, operating five outpatient locations in Adams County, CO.

Since 2005, CRC has scanned its medical charts into a secure, on-premise [electronic content management](#) system (ECM) that is linked to its electronic medical records (EMR) software. Working within the EMR, clinicians, physicians and therapists can instantly pull up and view a list of documents associated with a client's medical history (e.g., treatment notes, prescriptions, etc.). RNs can view handwritten prescriptions from their treatment location instead of

silos and leverages an organization's investment in both ECM and line-of-business software.

How content adds value to your business will vary according to your industry and application, but it has measurable results. Reducing cycle times, for instance, may mean being able to recognize revenue sooner, increasing customer/business partner satisfaction or closing a sale before your competitor does. Governance, risk and compliance initiatives also benefit from the process automation, audit trails and security features of an ECM solution.

If you are still looking at electronic document/content management as an archive technology, it may be time to change your perspective.

7100 East Belleview * Suite 107 * Greenwood Village, CO 80111
866-329-8599 www.d2xchange.com

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The EMR/ECM integration aids other CRC departments as well. For instance, Accounts Receivable staff can print financial agreement signatures without ever leaving their desk or sending a request to the Medical Records department. [Request a copy](#) of CRC's full case study.

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D2Xchange, LLC
7100 East Belleview
Suite 107
Greenwood Village, Colorado 80111
US

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