



# Medica Selects Cincom's Document Automation Software

Health insurer chooses Cincom Eloquence to streamline policy generation

Worldwide Software provider Cincom Systems announces that Medica (<http://www.medica.com>), a health insurance company providing coverage to more than 1.5 million members, has chosen Cincom Eloquence(R) (<http://www.cincom.com/cds>) to streamline its document automation processes. Key considerations for Medica's selection of Cincom Eloquence included its ease of integration into legacy infrastructures and ease of use in the development and creation of complex policies in high-volume production environments. Medica expects significant improvements in the speed of document development due to Eloquence's intuitive design interface, which gives business users a more active role in the design and creation of documents, reducing the overall dependency on the company's IT resources. Our IT department currently spends in excess of 3,000 hours each year developing and maintaining document templates, said Brian Sorum, Director of Software Development, Medica. With Cincom Eloquence document automation software, we anticipate IT's involvement decreasing by 90% as the majority of these functions are more efficiently handled by business users. Before making their final selection, Medica asked Cincom to conduct a proof-of-concept to demonstrate Cincom Eloquence's ease of integration and ease of use. During this stage, Cincom Eloquence successfully proved how quickly and easily it can handle complex policy documents with more than 200 different components and more than 2,000 unique variables. I truly believe that Cincom earned Medica's business through their efforts during the proof-of-concept, commented Sorum. In addition to Cincom Eloquence being extremely easy to use, the efforts, product knowledge, and technical skills of Cincom's staff allowed them to rise to meet the challenge of streamlining our policy development quickly and effectively. Cincom collaborated with Human Factors International (the world's leading strategic advisor and provider of user experience design services) to make Eloquence one of the most intuitive document automation software solutions in the industry. Cincom Eloquence enables organizations to strengthen customer relationships, minimize compliance risks, and reduce operating costs by simplifying the management of business-critical document composition processes through a software suite that is easy to use and seamlessly integrates into legacy environments. About Medica: Serving more than 1.5 million members, Medica is a health insurance company headquartered in Minneapolis and active in the Upper Midwest. The non-profit company provides healthcare coverage in the employer, individual, Medicaid, Medicare, and Medicare Part D markets in Minnesota and a growing number of counties in North Dakota, South Dakota, and Wisconsin. Medica also offers national network coverage to employers that also have employees outside the Medica regional network. Medica has the highest accreditation status, Excellent, from the National Committee for Quality Assurance (NCQA(R)) for its Minnesota Medicaid HMO plans and commercial health plans in Minnesota and North Dakota. Medica's vision is to become the community's health plan of choice, trusted for its integrity, respected for its service, and admired for its commitment to innovation and efficiency. About Cincom Systems: Cincom Systems of Australia is a wholly-owned subsidiary of US-based Cincom Systems Inc. For 40 years, Cincom's problem-solving software, services, and people have helped thousands of companies all over the world grow and manage their businesses. The Australian subsidiary, established in 1975, services both Australia and New Zealand. For more information about Cincom's products and services, contact Cincom Systems of Australia at 02-8875 1400, send an e-mail to [info@cincom.com.au](mailto:info@cincom.com.au), or visit the company's website at [www.cincom.com.au](http://www.cincom.com.au).

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