

# Capturx Case Study

Holland America Line

**capturx**<sup>TM</sup>  
FOR HEALTHCARE



## Summary

**Customer:** Holland America recognized as "The World's Most Popular Cruise Line," serving over seven million guests annually.

**Challenge:** Seeking to streamline medical forms processing. Scanning and re-keying data into medical information systems is time consuming and costly.

**Solution:** Capturx Forms for Excel enables crews to instantly digitize paper form data and integrate it into Microsoft Office Excel.

**Results:** Immediate access to digital forms data for secure archiving or searching without scanning or data re-entry.

## Holland America Line Instantly Digitizes Paper Medical Records with Capturx Forms for Excel

With more than 135 years of experience, Holland America Line is a recognized leader in the cruise industry's premium segment. Its 14 ships sail to more than 320 ports of call on each of the world's continents. Holland America Line is part of the Carnival Cruise Lines family, which is "The World's Most Popular Cruise Line®," serving over seven million guests annually.

Holland America focuses on gracious, award-winning service on each of its ships, sailing with nearly one crew member for every two guests. Supporting as many as 3000 people on a voyage, each ship is a floating city with a complete set of programs, amenities, and facilities to serve customers.

The ships are well managed virtual cities, with Holland America Line having earned ISO 14001 certification, the standard for environmental management encompassing virtually every aspect of their ships' operations.

### Challenge: Streamlining medical forms processing

Each of Holland America Line's ships is fully equipped with a state of the art medical center. The medical centers serve both passengers and crew members, to accommodate any needs that may arise during a cruise.

The Medical Center onboard also helps in keeping track of Employee or Crew Medical Records, including important information such as Immunization records, monthly monitoring sheet for those with blood pressure and blood sugar concerns, HIPAA forms, PPD forms, etc. At the beginning of their contract (upon embarkation) each crew member reports to their ship's Medical Center for the updating of their records. During this process, a series of forms are filled out, including the GI Screening, PPD Test (if previously negative) and Flu Shot administration. At the end of their contracts, the Medical File is wrapped and sealed to be brought by the crew member to his next ship.

Each voyage generates a great deal of paperwork which must be securely archived or shared depending on the nature of the records. Holland America Line has traditionally digitized these records by scanning or manually re-entering data into their medical information systems. Scanning and re-keying the data has been an extremely time consuming process, requiring many extra hours of work for each voyage.

### Solution: Capturx Forms for Excel

After exploring ways to speed the processing of medical forms, Holland America Line turned to Capturx Forms for Excel. Capturx enables crews to instantly digitize medical forms as they are being filled out with pen and paper – saving a great deal of time and effort. Capturx enables any form designed in Excel to be printed on ordinary paper and filled out with a digital pen that automatically scans, stores, and integrates the data into the original Excel fields.

*"Capturx will enable us to speed up the processing, searching and retrieval of medical records."*

EDUARDO BORBON, M.D.  
Crew Medical Coordinator  
Holland America Line

Medical staff can fill out any of a number of medical forms throughout the day using the digital pen. Capturx software automatically keeps track of the data, the users and the forms, enabling the medical staff to focus on their tasks. At their convenience, the medical staff simply connects the digital pen to their PC and the original Excel files are automatically updated with the collected data.

Like a scanner, Capturx enables teams to immediately view the original handwriting for any completed form in Excel or published as PDF files. Capturx handwriting recognition software also automatically converts data into the right formats for each cell in the original Excel form. The converted digital data makes it easy to search and work with data that would have been inaccessible on scanned paper forms.

Finally, Capturx can automatically create data tables for all forms – enabling the crew to do their own data analysis within Excel or to hand data to IT for easy integration into other back-end systems.

## **Results: Immediate access to digital forms data for secure archiving or searching without scanning or data re-entry.**

Capturx has helped Holland America dramatically streamline data collection – enabling instant access to data without time, resource-intensive scanning and manual data entry. The team estimates that they can save 6 hours per voyage, by avoiding document scanning, and also increase efficiency by having immediate access to digital records.

Capturx has also given Holland America more control over working with data. The medical team now gets an immediate back-up copy of every paper form that gets filled out. No more worries about important paper forms getting lost or misplaced.

The medical staff can also more easily search through medical records and find important data. Since the data is integrated directly into Microsoft Office Excel, it can be easily reviewed and integrated into ship operating procedures. With summary data tables, crews can also analyze patient and crew data within Excel or upload data into other back-end systems.

Capturx enabled this process streamlining by the entire medical staff without disrupting their current workflow or requiring expensive training. Teams continue to work with patients using pen and paper. As processes evolve or new forms are needed, the team can simply create and update forms in a familiar application, Microsoft Office Excel. Collecting digital form data and integrating the electronic records into the company workflow is faster and requires less human resources than before.