Effective Use of Online Applications for both Autonomous and Umbrella Regulatory Agencies

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Promoting Regulatory Excellence

Online Applications....
GREAT IDEA!

How Should We Start?
• Many agencies don’t think about all the preparation, and business decisions, that go into taking your applications online
• Is there an attorney in the house?
  ➢ Legal support!
• Autonomous Board vs. Umbrella Agency
  ➢ The process and questions you go through should be very similar – just of difference scales
• If you do one thing....DO THIS!
Today’s Questions

Impossible to cover everything…..

1. What are the questions I need to ask?
2. What are the pitfalls that can occur?

Questions to Ask

Issue:
“What if rules say applications have to be in by COB?”
“What if the internet goes down? We can’t wait!”

1. No More “Post Office Hours” – What is the end of your business day now that you are electronic? It’s not 5pm anymore!
2. How long on average does a mailed paper application take to process from intake vs. online?
   - Extensive in comparison
   - Can be replaced with automated savings
   - Putting data entry on the customer

Questions to Ask

Issue:
Application Questions vs. Statutes

1. Does your application ask only the questions that must be asked?
2. Is the data relevant? Why?
3. How frequently is this data used?
4. Are we statutorily required to collect the data?
5. Statutes > Rules > Board Policy > Internal Procedures
Questions to Ask

Issue: Must Submit Documents with Application
1. Is it merely ink on paper? Ink vs. Attestation
2. The IRS allows electronic verification
3. Submission of Documents
   - Don’t know the laws?
   - What are the electronic documentation requirements?
   - Are legislative changes needed? Is it allowed?
   - Look at Electronic Retention Statues vs. Paper
     Focus in on Commerce Statues

Potential Pitfalls

Issue: Payment Methods and Application Fees
- Types – Payment provider contract fees are on top of your standard application fee...
  - ACH (e-Check)
  - Credit Cards
- Choices –
  - Raise Fees
  - Eat Fees
  - Self-Funded Models

Potential Pitfalls
The Excuses of the “Old Guard”

“...Because that’s the way we have always done it.”
Overcome & Empower

Issue:
"...Because that's the way we have always done it."

- **Online vs. Inline** - Don't let the "old way" of doing business misdirect you from advancing your agency's capabilities and mission
- **24/7 Applications** are always open, unlike the USPO and your customer service locations

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Repetitive Processes

"Cranford's 12 Minute Theory"

*If I can save you 12 minutes a day.....
   I've saved you an hour a week....*

- **Now Multiply It!**
  - How many employees have been doing that same exact process, repeating themselves?
- **Solution?**
  - Empower your FTE's with the capabilities to review the process results instead of spending time doing the process that lead to the review

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NCMB Online License Applications

Typical Online License Application

- Licensee Benefits
  - Easy to understand step by step online process
  - Capture as much data as possible electronically
  - Selection dropdown lists provided
  - Data Validation
  - Credit Card Payment
  - Online Status of Application
  - Faster processing time

- NCMB Benefits
  - Cleaner application
  - No data entry
  - No check handling/processing
  - Eliminate/reduce phone calls/e-mails
  - Faster processing time
Online License Application

1. One place for all work
2. Provide login information
3. Pre-filled forms
4. Links provided to websites
5. Confirmation page
6. Credit card payment
7. Automatic emails
8. Renewal Survey
9. Application Status

One place for all work

• Easy access for licensee
• One place for all links
Online License Application

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9. Application Status
Provide Login Info

- Application can’t be completed at one time
- Need to get back in

Physician Full License Applicant Login

Provide login information

Clear 2009 Annual Conference
Denver, Colorado
Online License Application

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Pre-filled forms

- Make application process as simple as possible
- Insert data that’s already been captured
- Insert information for Licensing Department
Online License Application

1. One place for all work
2. Provide login information
3. Pre-filled forms
4. Links provided to websites
5. Confirmation page
6. Credit card payment
7. Automatic emails
8. Renewal Survey
9. Application Status
Links provided to websites

- Make process as simple and easy as possible
- Provide links where possible
Online License Application

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9. Application Status

Confirmation page

• Last chance to review application
• Print information for licensee records
• Opportunity to make changes
Online License Application

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9. Application Status

Credit Card Payment

- No checks
- Money received immediately
- Visa/MasterCard only
Credit Card Payment

Online License Application

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6. Credit card payment
7. Automatic emails
8. Renewal Survey
9. Application Status
Automatic Emails

E-mails automatically sent to Licensee
- When Licensee completes online application
  - Application received
  - Time to complete application
  - Online Status – FileID, DOB
- When Licensing makes notes
- When Licensing has Approved Application
Online License Application

1. One place for all work
2. Provide login information
3. Pre-filled forms
4. Links provided to websites
5. Confirmation page
6. Credit card payment
7. Automatic emails
8. License Application Survey
9. Application Status
This is a vast improvement from previous years:

**EXEMPLARY**

Nice system. Definitely prefer online registration to paper registration. Much simpler.

Fabulous and so very easy. Many thanks for the efficiency.

Online registration is a great service and time saver.

Well done, efficient. Thank you.

More, digester scores; request to change.

New view processes.

I am amazed how much the process costs each year. I really would be interested in having a breakdown of where the money goes.

I felt rushed to continue everything in the time. Less expensive.

I had to visit the website three times to finally register. There were a lot of glitches. No one available to help me.

I was very hard to reach the registration site.

Web site still looks like it was designed by a novice. Should look better.
Online License Application

1. One place for all work
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9. Application Status

Online Status

- License can check status online
  - Check status of Requirements
  - Notes on each Requirement
  - General Notes on Application
- Reduced Direct Licensee contact
  - E-mails
  - Phone Calls
Conclusion

- Faster processing for both NCMB and Licensee
  - At least 25% faster to process
- No more checks
- Few calls and e-mails
- More accurate data
- More data in database to report from

Conclusion

- Ideas come from:
  - Survey responses
  - Licensing Department
  - Other Licensing Applications
  - Steal whenever possible
- Make Application process as simple and easy to use as possible