

# HEALTHCARE ENROLMENT KITS MADE ACCESSIBLE WITH AI/ML-DRIVEN SOLUTIONS FOR ADA COMPLIANCE

## Key Challenge

One of the largest US-based healthcare insurance companies needed a scalable model for making annual enrolment kits compliant with ADA regulations within a short timeframe. The key challenges were:

- Processing a potential backlog of 200,000+ pages/year
- Implementing a template-based solution with frequent changes to document templates
- Managing high volume and short TAT with manual processes
- Identifying and fixing reverse text issues

## The Williams Lea Solution

Williams Lea's proprietary AI/ML-based accessibility platform with the Expert-in-the-Loop model made PDFs and MS Office documents compliant with ADA accessibility standards.

It performed character encoding and eliminated reverse text issues. Reducing manual intervention, Williams Lea leveraged its Accessibility-as-a-Service model to ensure superior output.

## Outcomes Achieved

Using the Williams Lea customized solution, the client achieved:

- An AI/ML-based scalable accessibility solution
- ADA compliance for 210,000 pages
- Quality of above 99.8%
- Processing 17K pages in Sep 2021 as compared to 135 pages in Nov 2020
- Less than 24-hour TAT for documents with a lower page count

