

# 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

## About Williams Lea

Williams Lea is a global provider of tech-enabled skilled business-critical support services to financial, legal and professional services firms, connecting people, processes and technology to streamline key business and administrative functions and helping companies adapt to a more virtual and digital workplace. Built on a strong heritage, great client relationships and a talented team, Williams Lea is the trusted global outsourcing provider to clients in highly regulated environments. Williams Lea serves clients in 20 countries across four continents and has 7,000 employees worldwide. For more information, please visit [www.williamslea.com](http://www.williamslea.com)

