



## ChoicePoint streamlines its clients' pre-employment screening process

### FACTS

**Customer:** The American employment screening provider ChoicePoint®, a Lexis-Nexis company.

**Challenge:** ChoicePoint wanted to empower its clients to make faster, more cost-effective hiring decisions by using advanced technology to accelerate the drug screening process – while still complying with the required chain of custody regulations.

**Solution:** ChoicePoint chose to fully embed the ExpeData Enterprise Digital Writing (EDW) platform into its current menu of services offered to its customers. The solution includes a digital pen and paper solution, based on Anoto technology, provided by Anoto's platform partner ExpeData. Currently, 109 pens have been deployed by ChoicePoint.

#### Benefits:

- Efficient drug screening process
- Competitive edge in the recruiting market
- Cost-effective data capture
- User acceptance

*“The ChoicePoint digital solution has dramatically enhanced the drug screening experience for both our clients and their candidates...”*

**Eric Hess, VP of Occupational Health Services, ChoicePoint**

The US-based company ChoicePoint provides comprehensive background screening, authentication, direct marketing and public records services to businesses and nonprofit organizations. One of ChoicePoint's key offerings is its pre-employment services (including drug screening) for large employers.

Employment opportunities in many markets are very competitive with candidates interviewing at multiple companies. Once candidates have a successful interview, they are required to pass a drug screening before they can be hired. The drug screening process, known as the “chain of custody” must be executed in a prescribed manner: It has traditionally been a paper-based process due to the need for signatures and control labels to seal the specimen container.

The drug screening process was a slow and

cumbersome process, taking several days for the results to be provided to the employer. The time delay allowed qualified candidates to accept other employment opportunities. Large employers turned to ChoicePoint to streamline and accelerate this process.

ChoicePoint chose to fully embed the ExpeData Enterprise Digital Writing (EDW) platform into their current menu of services to automate and accelerate the drug screening process. The solution includes a digital pen along with custom-designed forms with Anoto's dot pattern.

#### How the “digital chain of custody” works

- At the clinical screening site, the medical professional prints the necessary forms on demand including control labels containing information about the applicant (name, address, etc.).
- The clinician completes the form and the candidate signs the form, all with a digital pen. The pen looks like any standard ink pen, but contains a tiny infrared camera and processor which enables it to “read” and digitise words as they are written on the form.



#### Europe

Anoto Group AB  
Phone: +46 46-540 12 00

#### US

Anoto Incorporated  
Phone: +1-508 983 9550

#### Japan

Anoto-Maxell K.K.  
Phone: +81 (0)3-5774 1212

- After the specimen is collected, the control label is applied to seal the specimen container. Then the drug test is performed and the results are written on the form with the digital pen.
- The clinician completes this process by docking the digital pen at a network-connected PC. The handwritten information is converted to data by ChoicePoint's EDW platform and the results are sent to the employer; all in a matter of seconds. The paper form follows in the mail as a back-up and for proof of legal compliance.

### Key benefits

"The ChoicePoint digital solution has dramatically enhanced the drug screening experience for both our clients and their candidates. We have strengthened their hiring processes by giving them the information they need within the time cycles they demand", says Eric Hess, Vice President of Occupational Health Services at ChoicePoint.

Anoto Digital Pen and Paper technology gives ChoicePoint and its customers a competitive edge in the recruiting market. This is the first implementation of digital pen and paper within the drug testing industry. Now, ChoicePoint can provide its customers with drug screening results on negative tests within minutes, instead of days. The employers are able to offer jobs to qualified candidates in a timely manner and before they accept other offers. Thus ChoicePoint's clients are able to hire the best candidates.

With Digital Pen and Paper technology, ChoicePoint's clients have optimized workflow and reduced collection errors associated with manual processes. Currently, 109 pens are being deployed by ChoicePoint and they are forecasting several hundred more in 2009.

### Partner profile:

ExpeData, LLC is the global leader in enterprise digital writing through the use of the ExpeData® Enterprise Digital Writing platform and Anoto Digital Pen and Paper technology. The ExpeData Enterprise Digital Writing platform allows immediate capture, transfer and interpretation of handwritten data and routes it back to the company's back-end systems. In 2008, ExpeData was awarded the Golden Pen Award by Anoto in the category "Most valuable marketing and sales partner", for establishing an international partner network addressing the needs of large enterprise customers.

[www.expedata.net](http://www.expedata.net)

### Customer profile:

ChoicePoint, a LexisNexis company, provides businesses, government agencies and non-profit organizations with technology, software, information and marketing services to help manage economic risks and identify business opportunities. With offices on two continents, ChoicePoint employs more than 5,000 associates in five different business segments: insurance services, screening & authentication services, financial & professional services, government services and marketing services.

[www.choicepoint.com](http://www.choicepoint.com)

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