

**National Association of State Chief Information Officers (NASCIO)  
2003 Recognition Award Nomination**

**Title of Nomination:** Indiana Licensing Portal

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## Executive Summary

Licensing in Indiana used to be a painfully protracted process for both government agencies and their constituents. With up to three weeks waiting time, potential data entry errors, and the high cost of managing the licensing process, it was time for a change. Three key factors to successfully improving the licensing process in Indiana were to update office processes and tools, Web-enable licensing services so constituents can access state resources when and where they need to, and market the Web services to licensed professionals to achieve an acceptable return on investment.

The state of Indiana improved its licensing processes by introducing a licensing Web portal, which includes an online licensing system. The Indiana licensing portal has become a one-stop shop for all Indiana licensing information, streamlining the delivery of licensing information to professionals. The *My Indiana License* Web service, a key component of the Indiana licensing portal, currently allows professionals licensed by the Indiana Health Professions Bureau (HPB) and the Professional Licensing Agency (PLA) to **apply** for certain licenses and **renew** any license issued by HPB and PLA. Approximately 6,000 licenses, or approximately 17% of all licenses that have come up for renewal since the system's launch in October 2002, have been renewed online.

Employers and the general public can also use this same system to verify a professional's license. Over 60,000 online license verifications have also been conducted since the service's launch last October.

The Indiana licensing portal and the *My Indiana License* Web service offer significant benefits to professionals, employers, state agencies, and the general public:

- Improved Service to Professionals
- Reduced Paperwork
- Decreased Mailing Expenses
- Increased Public Access to Licensing Information

The state of Indiana anticipates to reduce the operating expenses of HPB and PLA by \$3.4 million over the next ten years through the *My Indiana License* Web service. Other agencies, impressed by the performance and possible benefits of the Web service, are also considering this online licensing solution.

## Description of project, including length of time in operation:

The Indiana licensing portal, easily accessible through [www.IN.gov](http://www.IN.gov), serves as a comprehensive resource for professionals who require state licensing. Through this licensing portal, an individual can use the *My Indiana License* Web service to apply for an Indiana Licensed Practical Nurse license or a Respiratory Care Professional license and renew over 100 types of licenses issued through the Indiana Health Professions Bureau (HPB) and the Indiana Professional Licensing Agency (PLA) online. Professionals licensed through other state agencies can either download applications and renewal forms and/or obtain licensing information for specific professions through the Indiana licensing portal. The *My Indiana License* Web services were launched in October 2002. The Indiana licensing portal was launched shortly thereafter in January 2003.



The *My Indiana License* Web service is a key component of the Indiana licensing portal. Professionals pursuing a license from HPB or PLA can visit the *My Indiana License* Web site to register for the system and to obtain a login ID and password. Then, they can log on to the *My Indiana License* Web service to begin the application or renewal process. Users simply update their address and phone number, answer five standard license renewal questions, and pay renewal fees with a Visa or MasterCard credit card or debit card via a secure Web server. The license can be verified online by the end of the next business day, and the paper license is mailed on the next business day as well. Currently, 480,000 individuals hold professional licenses issued by HPB and PLA. Approximately 240,000 of these licenses come up for renewal each year. Approximately 6,000 licenses have been renewed online since the launch of the Web service. This total represents approximately 17% of all licenses that have come up for renewal since the service's launch.

Potential employers and the general public can also use this same system to search for licensed professionals and facilities for over 100 different professions. Users of this search feature can browse a complete list of Indiana licensed professionals when they perform a search by "profession" or "license type." They can also choose to verify a particular professional's license by searching by name, license number, or social security number. Search users can also verify if professional facilities, such as medical corporations, barbershops, and auction houses, are licensed with the state of Indiana. Since the launch of the *My Indiana License* Web service, over 60,000 verification searches have been performed online.

Currently, the *My Indiana License* Web service can be used to apply for two licenses, to update contact information at time of renewal, and to renew and verify all 100+ licenses issued by HPB and PLA. In the future, the *My Indiana License* Web service will be used to apply for, renew, and verify all professional licenses issued by HPB and PLA. Professionals licensed by HPB and PLA will also be able to update their contact information at any time, rather than just at the time of license renewal. Furthermore, the application is being considered for use by other state agencies represented on the Indiana licensing portal.

## Significance to the improvement of the operation of government:

### The “Old” Way to Renew

Prior to the introduction of the *My Indiana License Web* service, Indiana professional licensing was a much more time-consuming process. Professionals licensed by HPB and PLA received a personalized renewal notice and form in the mail approximately 60 days prior to their expiration date. A professional could choose to renew his/her license in one of the following ways:

**Mail to Agency.** A professional could mail his/her renewal form directly to the relevant agency. Upon receipt of correct forms, HPB or PLA generally took 10 business days to process the request. With mailing times, it often took up to 20 business days for a professional to receive his/her license in the mail.

**Mail to Bank Lock Box.** A professional could also mail a license renewal to a bank lock box, where a computerized system separated each check from the renewal form in an effort to decrease processing times. This method decreased processing by a couple days, but the entire renewal process (including mailing times) still took up to 18 business days.

**Walk-In to Agency.** Before the introduction of the *My Indiana License Web* service, the only way to expedite the licensing renewal process was to visit the relevant state agency's downtown Indianapolis office. This could mean as much as a 4-½ hour drive for some professionals, and the license was still not mailed for another few days.

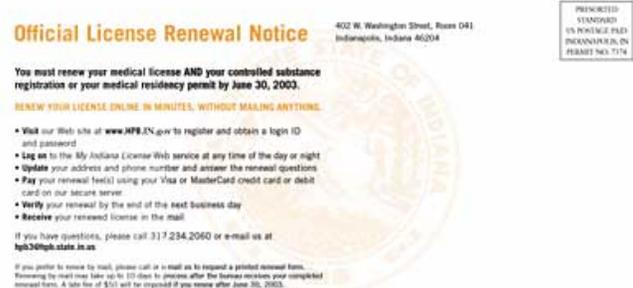
### The “Web” Way to Renew

The introduction of the *My Indiana License Web* service and the Indiana licensing portal have streamlined government operations. The new Web-based licensing process has resulted in reduced mailing costs, decreased paperwork, and less manual data entry for HPB. HPB no longer sends out personalized renewal notices to its customers. Instead, it sends pre-printed postcards that encourage health professionals to renew their licenses online and requires that professionals call or e-mail their office to obtain a paper renewal form. These postcards are being printed for about the same cost as the original renewal notices, and they will save HPB approximately \$20,000 each year in mailing costs. Between October 2002, when the *My Indiana License Web* service was launched, and April 2003, approximately 5,400 health professionals renewed their licenses online, representing 25% of those health professionals whose licenses have been up for renewal since the Web service's launch. Because professionals enter their own data through the *My Indiana License Web* service, HPB no longer handles licensing renewal paperwork or manually enters the data into the computer system. The high adoption rate HPB has experienced will allow the state agency to redirect its staff to other critical tasks.

(postcard front pictured below)



(postcard back pictured below)



PLA still currently distributes its personalized renewal notices and forms to licensed professionals, but now includes the Web address for online licensing on this mailing. Between October 2002 launch and April 2003, about 400 of all PLA licensed professionals whose

licenses have come up for renewal since *My Indiana License*'s launch have renewed their licenses online. PLA is considering HPB's promotional process for online licensing. Therefore, it is anticipated that PLA's online adoption rates will significantly increase in the near future. The Indiana licensing portal serves as a one-stop shop for all Indiana licensing information, streamlining the delivery of licensing information to professionals. All types of professions that require state licensing are listed on the Indiana licensing portal, and Web site users are directed straight to relevant information from the licensing agency. This portal allows Web site users to interact with Indiana state government as a single entity—not as a series of independent agencies and support processes.

### **Benefits realized by service recipients, taxpayers, agency, or state:**

The Indiana licensing portal, and especially the *My Indiana License* Web service, have resulted in significant benefits to professionals, state agencies, employers, and the general public.

**Improved Service to Professionals.** The *My Indiana License* Web service and the Indiana licensing portal have allowed licensing state agencies to provide better customer service to their constituents. Most importantly, HPB and PLA have been able to reduce turnaround times for licensing renewals. Once an individual renews his/her professional license online, that license can be verified online by the end of the next business day. Licensees can have their paper license in hand in less than four business days (including mailing time). The paper-based process requires 10 business days of processing time before a license can be verified and potentially 20 business days before a license is received by mail. Additionally, the Indiana licensing portal serves as a one-stop shop for all Indiana licensing information, providing better customer service to all state licensed professionals. Since all professions that require state licensing are listed on this licensing portal, licensees need only know the type of license they wish to obtain and not the specific licensing agency.

**Reduced Paperwork.** Before the introduction of the *My Indiana License* Web service, HPB and PLA mailed out license renewal forms to professionals, who would in turn complete the form and mail it back to the relevant state agency. HPB no longer mails these forms out to its constituents and encourages health professionals to use the *My Indiana License* Web service instead. This new process has already resulted in a significant reduction in paperwork for HPB and will soon result in a significant paperwork reduction for PLA.

**Decreased Mailing Expenses.** The *My Indiana License* Web service has decreased mailing costs for professionals and state agencies. Professionals licensed through HPB no longer have to mail their license renewal forms to the relevant state agency, saving them the cost of a stamp. Since HPB now sends postcards for renewal notices, it will save \$20,000 a year on mailing expenses. PLA will soon experience these same cost savings if it adopts HPB's processes, as anticipated.

**Increased Public Access to Licensing Information.** Now that licensing renewals have been Web-enabled, more potential employers and the general public can verify licensing information online. HPB has had an online searchable database for the last three years so *My Indiana License* simply represents an upgrade to its prior online verification process. Licenses issued by PLA are searchable online for the first time. Prior to the introduction of the *My Indiana License* Web service, employers and citizens had to call PLA to verify an individual's license or request a list of licensed professionals, which could take anywhere from three days to three months. Now employers and concerned citizens can access this information for themselves in minutes.

**Return on investment, short-term/long-term payback (including summary calculations). Projects must exhibit measurable operational benefit:**

HPB and PLA worked with the Department of Administration's Division of Information Technology (DoIT) to implement the *My Indiana License* Web service. The final fixed costs for implementation of this online service were \$131,279. Professionals licensed through PLA pay a convenience fee of approximately \$3.00 (\$2.50 + 2.59% of statutory fee) when they renew their license online. HPB pays its private partner, Indiana Interactive, Inc., 60 cents each time a health professional renews his/her license online, a variable cost which is incorporated into these projected benefits from the *My Indiana License* Web service. The benefits of an expansive project like this are best observed over a relatively long period of time. Therefore summary calculations are provided over a ten-year period for renewals only, since the online license application process is still in its early development phase.

The *My Indiana License* Web service promises HPB and PLA significant cost savings—at least \$3.4 million—over the next ten years. These projected benefits would be significantly higher if one were to incorporate future cost savings from the online license applications, rather than renewals alone.

<b>Projected Benefits of Online Licensing Renewals for HPB and PLA over a Ten-Year Period</b>	
Initial Investment	\$130,000
Time Savings – Marginal Cost of Online Licensing Renewal	\$3,172,000
Reduction in Mailing Costs \$20,000/per year for each agency	\$400,000
<b>Projected Benefits of <i>My Indiana License</i> Web Service</b>	<b>\$3,442,000</b>

<b>Time Savings from <i>My Indiana License</i> Web Service</b>												
<b>HPB (estimate audience of 125,000 each year)</b>							<b>PLA (estimated audience of 115,000 each year)</b>					
Year	Adoption Rate	No. Online Licenses	Total Hours Saved	Value of Time	HPB \$	Net Time Savings	Year	Adoption Rate	No. Online Licenses	Total Hours Saved	Value of Time	Net Time Savings
2003	25%	31,250	10,313	\$8/hr	\$18,750	\$63,750	2003	3%	3450	1,139	\$8/hr	\$9,108
2004	40%	50,000	16,500	\$8/hr	\$30,000	\$102,000	2004	20%	23000	7,590	\$8/hr	\$60,720
2005	50%	62,500	20,625	\$8/hr	\$37,500	\$127,500	2005	30%	34500	11,385	\$8/hr	\$91,080
2006	60%	75,000	24,750	\$8/hr	\$45,000	\$153,000	2006	40%	46000	15,180	\$8/hr	\$121,440
2007	70%	87,500	28,875	\$8/hr	\$52,500	\$178,500	2007	50%	57500	18,975	\$8/hr	\$151,800
2008	80%	100,000	33,000	\$8/hr	\$60,000	\$204,000	2008	60%	69000	22,770	\$8/hr	\$182,160
2009	80%	100,000	33,000	\$8/hr	\$60,000	\$204,000	2009	70%	80500	26,565	\$8/hr	\$212,520
2010	80%	100,000	33,000	\$8/hr	\$60,000	\$204,000	2010	70%	80500	26,565	\$8/hr	\$212,520
2011	80%	100,000	33,000	\$8/hr	\$60,000	\$204,000	2011	70%	80500	26,565	\$8/hr	\$212,520
2012	80%	100,000	33,000	\$8/hr	\$60,000	\$204,000	2012	70%	80500	26,565	\$8/hr	\$212,520
<b>Totals</b>			266,062		<b>\$483,750</b>	<b>\$1,644,750</b>				183,299		<b>\$1,466,388</b>

Not only does the *My Indiana License Web* service promise significant cost savings to government, it will also likely result in substantial benefits to professionals, employers, and the general public as well. For example, the *My Indiana License Web* service could save HPB constituents over \$880,000 in mailing costs during the next 10 years since health professionals no longer have to mail renewal forms. Furthermore, this new licensing system will significantly reduce the number of \$50 late fees assessed for tardy license renewals since professionals can now renew their licenses up to one day prior to the license expiration date without penalty.

The *My Indiana License Web* service offers improved public access to licensing information, a priceless service to Indiana employers and the general public. *My Indiana License* allows employers and the general public to verify a professional's license online in minutes. This makes it easier for employers to make important hiring decisions and for the general public to make important decisions about their health and safety.