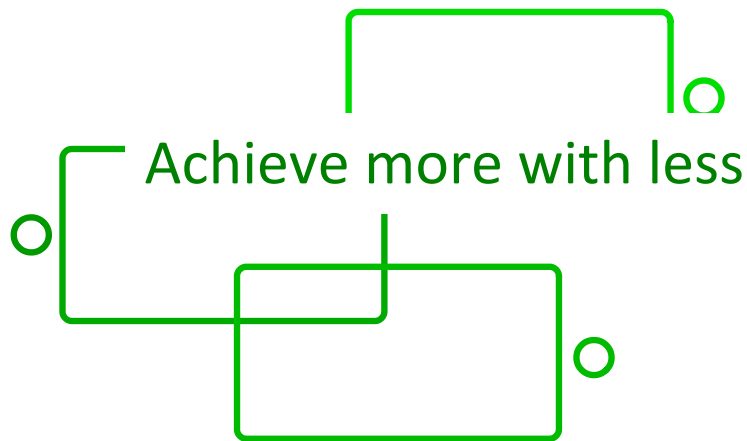


Visendo Fax Server and the Health Industry

5 reasons why integrated Fax Servers are important in the Health Industry

Whitepaper



- ✓ **The case of Pharmacies**
- ✓ **The case of Pharmaceutical Companies**
- ✓ **The case of Medical Records**
- ✓ **HIPAA Compliance**
- ✓ **Cost savings**

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Why the Fax Server can be a powerful tool for the Health Industry

The health industry has accounts for almost 60 million (based on a number published by World Health Organization) employees worldwide. Health workers are all people whose main activities are aimed at enhancing health. They include the people who provide health services -- such as doctors, nurses, pharmacists, laboratory technicians -- and management and support workers such as financial officers, cooks, drivers and cleaners. About two-thirds of them (39.5 million) provide health services; the other one-third (19.8 million) are management and support workers.

The electronic communication within this industry is mainly based on faxes and emails. Most of the stakeholders in the health industry are still using the classical fax machines to send and receive important documents due to its essential advantages: security, easiness to use and different document standards requested worldwide.

In all the branches of the **health industry**, subjects like: security, document standards and cost savings are under intense debates all the time.

Below you will find 5 reasons why faxing is among the most important communication medium in the Health Industry

1. In the pharmacy industry, a fax server can smoothly be integrated in the existing electronic infrastructure increasing the operational efficiency

Faxing is heavily used in the pharmacy industry for sending invoices, orders, offers and other types of related documents. Meds prescribed by physicians and ordered from the pharmacy by fax can easily be received through Visendo Fax server and routed to a work queue to be accessed online by the pharmacist. Orders can be viewed on the screen while the information is entered into your third party pharmacy application. All orders can be easily indexed and archived. Due to the flexibility of the Fax Suite, workflow functionalities such as 'view next unread fax' allow working queues to be set up and efficiently followed.

2. Medical Records can be safely faxed into existing EMR systems

Reduce the expense of hardcopy storage and leverage the investment in your Electronic Medical Records system by allowing the patient information to be simultaneously faxed into your EMR system.

3. Pharmaceutical companies can improve the efficiency of their field representatives with an integrated fax server

Pharmaceutical companies - drugs producers, usually have more than 75% of their employees as field representatives. These employees are heavy daily fax users, sending reports, invoices and orders by fax. Many pharmaceutical producers are locally organized on different markets. Nevertheless the fact that a field representative uses fax to send/receive documents is true on any of these different circumstances.

One of the main problems that may occur is the fact that these faxes (offers, invoices, orders) may be lost because of the big number of faxes that reaches the office in a single working day. These offices usually have 1, 2 or maximum 3 faxing machines.

By using **Visendo Fax Server** every user with a dedicated fax line can receive her faxes in her email inbox: simple and easy.

4. Integrated fax servers are compliant with HIPAA rules

HIPAA is the abbreviation from Health Insurance Portability and Accountability Act of 1996, enacted by the US Congress and it revolves around patient privacy record standards.

HIPAA states number of demands to ensure that patient health information is properly protected. These, in relation to security and privacy, include:

- All fax machines are to be placed in a secure area and not generally accessible.
- Only authorized personnel are to have access and security measures should be provided to ensure that this occurs.
- Destination numbers are verified before transmission
- Recipients are notified that they have been sent a fax.
- Include a cover-sheet clearly stating that the fax contains confidential health information, is being sent with the patient's authorization, should not be passed on to other parties without express consent; and should be destroyed if not received by the intended recipient.
- Any patient data should be in the fax body and not in any of the data fields.
- Faxes are to be sent to secure destinations; i.e. the fax machine of the recipient must be in a secure location, accessible only by those authorized to receive the information.
- Maintain a copy of the confirmation sheet of the fax transmission, including the necessary data such as time and recipient's number.
- Confirm fax delivery by phoning the recipient.

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- Received faxes are to be stored in a secure location.
- Maintain transmission and transaction log summaries.

Although HIPAA does not prohibit patient health information from being faxed to authorized recipients, manual faxing has serious security flaws that would certainly prevent health organizations from being compliant with HIPAA strict requirements.

For instance, one of the obvious risks is that fax machines may not be located in a secure area and access to faxes might not be restricted to authorized personnel only.

5. Like in any other industry, cost savings are among the most important factors when making business decisions. The savings by using a dedicated fax server can reach up to 90%

In any of the described cases (pharmaceutical companies, pharmacies) cost reductions and energy reduction are becoming essential during recession.

The figures below show a regular scenario that proves that using an integrated fax server can result in 90% savings compared to a regular faxing machine. The direct costs are not included: paper cost and faxing machine related costs. By adding these we can end up to a much bigger savings rate.

- Average duration of sending one fax = 10 minutes (the classic solution)

- If a person that sends a fax is paid \$12/hr, then the cost of sending that fax will be of **\$2**.

- By using an integrated faxing system, it will take her no more than 1 minute to send the fax. This means a cost of **\$0.2/ fax**.

	Classic faxing solution	Integrated faxing solution	Costs savings
100 faxes	\$200	\$20	\$180
1.000 faxes	\$2.000	\$200	\$1.800
10.000 faxes	\$2.0000	\$2.000	\$18.000

90%

So, as stated above, the **Health Industry** can benefit from **Integrated Fax Servers** in terms of efficiency, simplicity and cost-cutting. Visendo is working continuously at finding communications solutions that can fit such an essential industry like the **Health Industry**.

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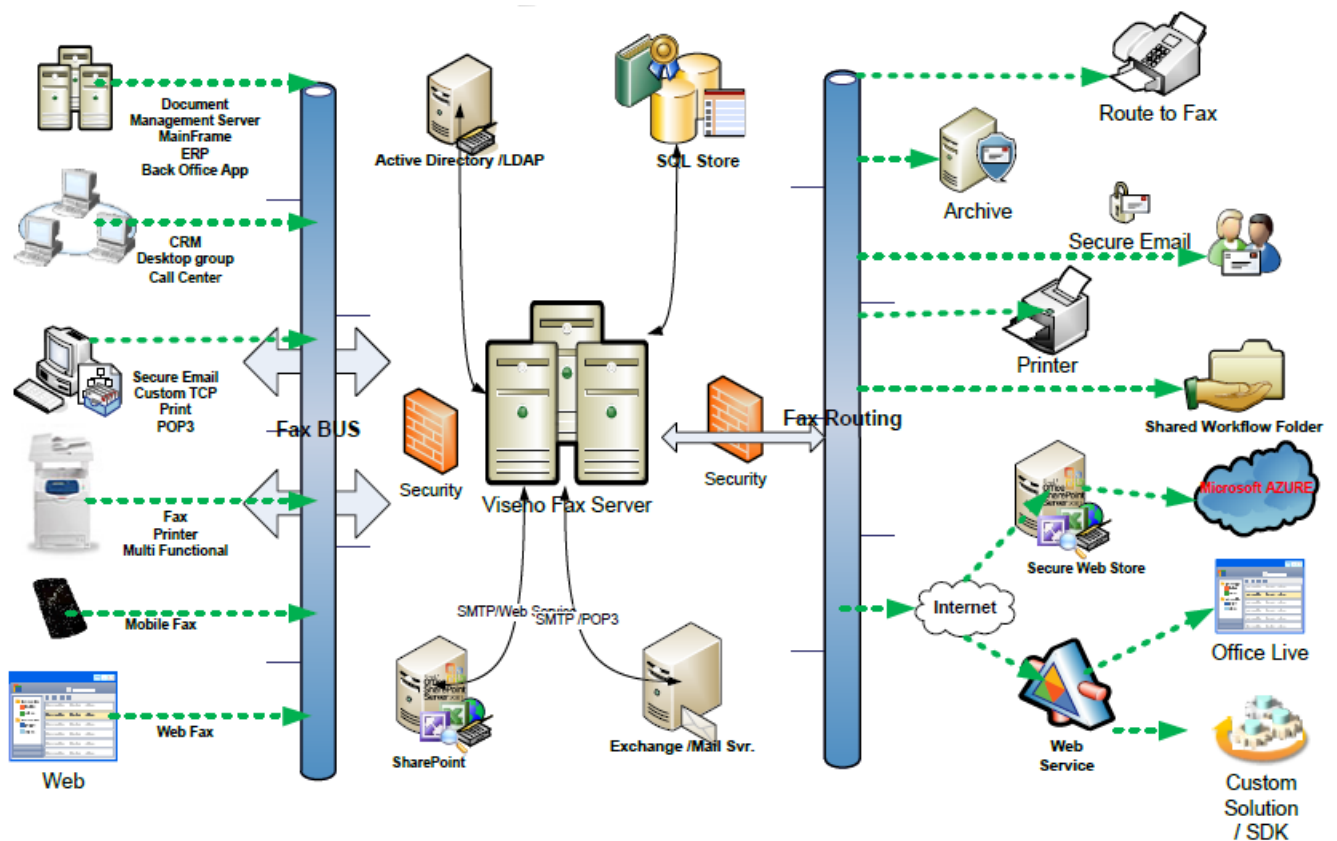
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About Visendo Fax Server Suite

Visendo Fax Server suite - Server suite provides support to Modern Fax Technology Features and automates sending, receiving, and managing your network faxes from your desktop, while integrating full faxing functionality with your existing email system — all while providing unlimited fax sends and receives without monthly fees or per-transmission charges.

Visendo fax Server document management integrations



About us

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About Visendo

We are an Independent Software Vendor (ISV) specialize in **internet systems integration** on Microsoft technologies. We have always been one of the top 3 companies on the markets we entered. We were one of the first three Microsoft gold partners in e-commerce on the German market: this is the highest level for a Microsoft partner. Hence, you, as a potential customer, will benefit on our experience and quality of services that guarantees your investment.

For further information, please visit us on:website:

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