

Case Study: Skyline Family Practice

Zetafax Cures “Paper Metastases” at Busy Virginia Medical Practice

In keeping with Dr. Bradd’s vision of a totally automated office, Dr. Bradd incorporated Zetafax as a solution to the paper glut. Zetafax provides the ability to send and receive faxes digitally, as well as annotate and sign them digitally. In addition, Zetafax is compatible with our EHR provider, Practice Partners.

Skyline Family Medical Practice



A Promising Start

Determined to operate a “paperless” office, Dr. Bradd implemented an integrated electronic health record (EHR), scheduling system and medical billing program in his new office. However, in the midst of the techno-revolution, the de facto communications standard at the time - the fax machine - remained a part of Dr. Bradd’s automation plan, until “paper metastases” set in and almost choked the life out of his growing practice.

The Problem

In medicine, the term “metastases” refers to the process of a disease (usually cancer cells) spreading to another part of the body. Once metastasis begins, it’s often impossible to stop.

In Dr. Bradd’s case, what had started as a small stream of patient-specific faxes had grown into a raging river of paper, invading every corner of his practice. His staff spent valuable time just separating patient-related faxes from the glut of junk faxes that his office received every day. Worse yet, Dr. Bradd’s “paperless practice” was costing him a fortune in paper and toner!

The Challenge

Rather than dismiss the value of faxing altogether, Dr. Bradd set out to find a way to make faxing better. He started by analyzing where faxes were coming from and then separating them into two categories: medically related and junk.

Next, in keeping with his vision of a totally automated office (there’s a computer in virtually every room), Dr. Bradd decided on digital faxing as a solution to the paper glut. After considering several vendors, he selected Zetafax because it provides the ability to send and receive faxes digitally, as well as annotate and sign them digitally. In addition, Zetafax is compatible with his EHR provider, Practice Partner.

What they say about

Zetafax

“Zetafax was our first experience with network faxing and for us it was the BEST choice. We have even put links on our website to show other physicians how to use Zetafax with the electronic medical records:

*www.skylinefamilypractice.com
(Go to FOR PHYSICIANS)”*

Dr. Floyd “Tripp” Bradd

The Solution

Dr. Bradd's digital faxing solution includes Zetafax implemented on a Novell server with two fax boards (incoming and outgoing) and two telephone lines, allowing free flow in and out of the practice. Fifteen individual PCs running Zetafax client software are connected to the fax server via a local area network. It took Dr. Bradd about 10 hours of total time to set up the entire system.

At the heart of the solution is a "fax receptionist" - a staff member who can review all incoming faxes on her PC - who receives, reviews, and forwards the fax to the appropriate person's computer. Junk faxes are immediately removed to a virtual trash can, eliminating any chance of being printed out and wasting more paper and toner. Because patient records are available electronically from every computer in the office, all patient-specific faxes can be reviewed against the patient's electronic record, saving time, reducing mishandled files, and eliminating diagnostic and treatment errors.

Setting up the solution was easy. Once the hardware and phone lines were installed, Dr. Bradd's staff set up a cover page on each computer and added commonly used phone numbers. They also created digital "letterheads" and signatures that can be attached to faxes when needed.

A Step Beyond

Not satisfied just with saving time and toner, Dr. Bradd set out to educate those who communicated with him by fax. For nursing homes that use the fax to request prescriptions or report patient conditions, Dr. Bradd created a call protocol that lists common problems and gives guidelines on the practice's policy about receiving faxes. Standardized fax forms were created and provided to the nursing homes as downloadable .PDF files to ensure consistent information flow.

Finally, Dr. Bradd also created tutorials and links on his practices' website for other physicians, providing tips and techniques for using Zetafax to streamline electronic medical records.

The Results

Dr. Bradd estimates that implementing a digital fax solution with Zetafax has saved his practice thousands of dollars in staff time, paper, toner, and other supplies. Even more important is the part Zetafax has played in helping Dr. Brad to get control of not only outgoing information, but what flows in as well. No more "paper metastases!"

Equisys produces software packages for document production and delivery, including the award winning Zetafax® network fax server and newly acclaimed Zetadocs® PDF software that creates and emails personalized PDF documents.

Our software products are designed for small and mid-market businesses, and for departmental use at multinational companies. They stand out from the competition by being simple to install and manage, reliable and great value - backed by outstanding service and support.

We have over 60,000 customers, in more than 100 countries, who are served through an international partner network of distributors, VARs, resellers and ISVs.

Our market leading fax server, Zetafax, speeds the flow of critical business documents by enabling users to send and receive faxes on their PCs. It integrates with ERP, CRM, accounting and other applications for automated faxing from those systems, providing auditable records of fax communications.

Zetadocs helps users work smarter by creating and emailing PDF documents, streamlining business processes to remove tedious manual procedures and help companies improve the service levels they offer.

Equisys was founded in 1987 and has offices in London, UK and Atlanta GA, USA.

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