WHAT THEY'RE MISSING: How cloud faxing improves stability, customer service, and IT management

THE CHALLENGE

When Erik Dwelly started working at PCA Pharmacy, staff were already looking for alternatives to traditional faxing. Three months prior, a tornado ripped off part of the pharmacy's ceiling, so PCA was already on high alert for disaster recovery. They knew they needed a way to still receive vital communications should the pharmacy be damaged or experience a server outage. "If we don't get faxes, we don't work, we don't process medication," said Dwelly, Director of Information Technology and Security at PCA Pharmacy.

The more they looked at options, the more they realized they needed to get rid of their phone lines. "It just didn't make sense to put all our faxing eggs in one basket, because if that server crashes, we're down. We would be completely out of commission until a new part arrived to get the fax board back up. The other problem was we had a sever limitation on how many faxes we could get. You can only receive as many faxes as lines on the fax board."

In fact, fax line limits were a major problem. "One pharmacy could handle four faxes at one time, another pharmacy could handle eight. But that wasn't good enough during a down time. Customers thought they were faxing in, and nurses would get upset because they couldn't fax in, so it was just this huge problem that didn't make sense from an IT standpoint. The more we looked into it, the more we realized, let's start looking into Internet faxing."

For a while, PCA had a good relationship with an internet faxing company. Then, PCA experienced several technology problems. "From an IT standpoint, things were becoming really, really overly cumbersome. Every time we turned around, we were having problems with it. Towards the end of our relationship with those companies, their faxing service was a lot more stable, but a little expensive. We were paying quite a bit of money for it each month."

THE SOLUTION

During this time, Jeff Ross, PCA's Integra sales rep, approached Dwelly with Integra Cloud Fax (ICF). "He said with faxing, ICF is going to be the future," said Dwelly. "We started looking at the differences, and ICF was a heck of a lot cheaper. A heck of a lot cheaper. It was an easy thousand dollars a month cheaper for us.

"At the time, there was a lot of stuff going on in a three month period of time. I really didn't want to drop our other internet fax service because it was finally stable, but it was really something we needed to do. And it turned out to be a huge blessing in disguise."

About PCA Pharmacy

Since 1994, PCA Pharmacy has served the LTC communities in KY, IN, OH, PA, MI, TN, NC, VA, and MS. Serving 30,000 beds, PCA Pharmacy implemented ICF in 2015.

Interfaces:

- QS/1 PrimeCare®
- DocuTrack
- DeliveryTrack

About Integra Cloud Fax

Integra Cloud Fax (ICF) is an online solution that helps pharmacies manage their fax operations. Flexible and scalable, ICF is extremely reliable and ensures your customers never receive a busy signal when faxing to you.

About Integra

Integra is a pharmacy software company whose suite of products – DocuTrack, DeliveryTrack, Logix, and Integra Cloud Fax – reduce pharmacy costs, increase productivity and profits, and enable the highest levels of customer service. Talk to Integra today to see how our products can help your pharmacy: (866) 257-4279 or sales@integragroup.com, or visit www.integragroup.com

RESULTS

When PCA rolled over to ICF "the implementation went really, really, really smooth. To the point to where I was like, okay, what's wrong? This is too easy. Anytime you do a migration to something, a different platform, whatever, let's say you have 10 things, you know that probably five of them are going to go smooth, three of them are probably going to be a little bumpy, but you work through it. Two of them are just not going to work. You have to rethink it and do this and that. All 10 things with our ICF implementation went smooth."

Stability

With ICF in place for a year and a half, Dwelly can remember opening only one support ticket. "There really haven't been any issues," said Dwelly. "It's been a very stable service. But the biggest single benefit of ICF was being able to virtualize DocuTrack and not have a physical server dependence anymore."

Improved Customer Service

Dwelly specifically appreciates how ICF has improved customers' experiences communicating with the pharmacy. "One of the best improvements we found was people were no longer complaining about busy signals. That was huge for us. When we used traditional faxing, a lot of my time was spent trying to explain to people that we only have eight lines. If somebody was calling in and it's busy, I can't do anything about that."

BENEFITS OF INTEGRA CLOUD FAX:

- No busy signal for customers faxing in
- Increased reliability
- Scalable and flexible
- HIPAA compliant
- Minimized operation costs, no hidden fees
- Excellent customer service from Integra

Contact Integra today to see how Integra Cloud Fax can improve your pharmacy's faxing operations.

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"Anybody who's not doing cloud fax just doesn't understand what they're missing."

Improved IT Experience

Another problem ICF helped PCA fix was problem solving when a customer had a faxing problem. "Since we moved to a cloud-based service, when a customer can't fax in, I know it's most likely an issue on the facility's end. I would say probably 99 out of 100 times, it has always been the facility's end. I don't have to prove that anymore, because I can see in the last hour we've gotten 68 faxes. I can see that this one facility who can't connect, most likely has an issue on their end.

"From my perspective," said Dwelly, "being the IT Director, it took a huge portion of my normal day-to-day support off my plate. Because again, we look at it and we say, 'Hey, this nursing center can't fax into us.' Let me run a report real quick in DocuTrack. Okay, in the last hour, we've gotten 718 faxes. Obviously, our technology is working. So we suggest that facility talk with their telecom provider and IT team and try to determine what the problem is on their end."

"The other big thing was when we do have DocuTrack downtime for upgrades, all the faxes are stored up in the cloud now. The nurses can fax things in and they don't have to worry about busy signals. I don't have to send out notices saying, 'Hey, faxing will be down at this time.'

"I no longer have nurses calling me or my staff saying 'I've been trying for two hours to fax,' and then explaining that we sent the facility a notice of the down time, but that particular nurse didn't get the memo. Now if facilities call, we can say our system's being upgraded and we're still receiving the faxes and they'll get pushed to us at the end of the upgrade."

Final Thoughts

"If I could say one last thing about this service it's that anybody who's not doing cloud faxing just doesn't understand what they're missing."