

RELIABLE CLOUD FAX: How reliable cloud faxing and excellent service keep LTC pharmacies running smoothly

THE CHALLENGE

It may only happen once or twice a year, but fax failures can derail a pharmacy. Whether its local construction work that cuts phone lines, or storm-related power outages, interruptions in a pharmacy's fax service are bad for business and bad for customers.

With 19,000 residents in 12 states depending on them, fax problems were not an option for Senior Care Pharmacy. Unfortunately, local outages were affecting their fax boards and causing downtime they couldn't afford.

In addition, a bad experience with another cloud fax vendor left them cut off with no notice on a Sunday afternoon when the provider mis-applied payments. It was, according to Cliff Hunt, Chief Information Officer of Senior Care, "An absolute nightmare."

Eager to be done with poor service from other companies, and the backlogs that often develop with analog faxing, Senior Care focused on finding a dependable cloud solution. One of the first pharmacies to implement DocuTrack, Senior Care has been a satisfied customer of Integra for over 13 years. So in their search for a better faxing solution, they turned to Integra.

THE SOLUTION

"The first time we heard Integra had a cloud fax solution we jumped on it," said Hunt. "We had a different cloud provider previously that we experienced a lot of issues with. So this time, we didn't even look at other options. Everything that comes from Integra has very clear-cut terms and excellent reliability. I put a lot of trust in Integra's word."

Hunt works closely with Mileen Loeffler and Pete Wutzke from Integra's client services team, and values their input and advice. "They were both very confident in the technology, and that's why we went with this path. They also said that ICF interfaced really well with DocuTrack, that it was a seamless integration, and that was very important to us."

In an overall move toward virtualizing pharmacy operations, Senior Care had previously virtualized their DocuTrack server. "My hope was that Integra Cloud Fax (ICF) would help improve our overall virtualization experience through enhanced reliability. The reality is we don't lose connectivity that often, but it does happen. And when it happens, it's horrible. It's maybe a once-a-year incident, but when it goes down it's very, very bad."



About Senior Care Pharmacy

Since 1981, Senior Care Pharmacy has served LTC facilities across the lower United States. Serving over 19,000 residents in 12 states, IHS implemented ICF in 2014.

Interfaces:

- QS/1 PrimeCare®
- DocuTrack

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

After installing ICF, Senior Care saw immediate results. On the technical side, "It's been a great solution," said Hunt. "We have had zero downtime, thanks to redundant servers. There were four times in the past three years when we had connection issues. Customers noticed no issues because ICF failed over to redundant connections and everything operated as normal.

"Implementation was also very smooth, as are all Integra implementations, and there was no down time. It was well conceived and well-deployed by incredibly competent people, who were accessible through every step to ensure that all T's were crossed, and I's dotted."

Reliability

On October 21, 2016 the US experienced unprecedented DoS (denial-of-service) cyberattacks that affected servers across the nation. "We didn't miss a beat," said Hunt. "In fact, in all our experience, we have had zero lost faxes at any of our locations in the past two years."

The October incident brings up another feature of ICF that Hunt appreciates. "In the case of the DoS attacks, ICF was the first place I learned about it; they were on top of the issue. It very helpful that ICF sends me technical notifications when there's any sort of anticipated interruptions in their service, and what they're doing to fix it. I get frequent status updates and communication so I know what's going on."

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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"My customers are happy with increased reliability. Management is happy with reduced costs. I am happy because ICF is secure, reliable, and redundant."

Improved Customer Service

But Hunt considers the best part of the whole process, the fact that "our customers didn't realize any changes had occurred when we implemented ICF. No one on the user side even noticed anything was different; all their fax numbers remained the same."

Matt Hayden, Executive Director of Senior Care, agrees. "From a customer standpoint, they've not seen any interruptions, whether it's faxing into us or it's us faxing out. I honestly don't recall when the last downtime or faxing complaint we had was."

In fact, Senior Care has noticed an overall reduction in customer faxing complaints. "On the rare occasions when our customers have experienced busy signals, we were able to determine that it was not due to faxing issues on our end," said Hunt, "but rather the problems were related to the facilities changing their Voice systems, and perhaps not providing VoIP lines for faxing. When we identified the problem, the issues were quickly resolved by the facility's vendors."

Final Thoughts

For Senior Care, the most valuable aspect of ICF is its reliability. While the cost of ICF is lower than the landlines they ran previously, Hunt said, "I would gladly pay more just to have the level of service I get from Integra, and the reliability I experience with ICF. Knowing that my customers are going to get their faxes through to us is priceless.

"This has been a great experience for our organization with zero complaints from anyone: staff, customers, management, ownership, and support staff. My customers and staff are happy with the increased reliability. Management is happy with reduced cost. I am happy because it is secure, reliable, and redundant."