



Case Study

OPENLine automates faxing and document management operations at South Walton Beach Medical Center

THE CLIENT

South Walton Beach Medical Center, located in Miramar Beach, on Florida's Emerald Coast is a multidisciplinary practice treating a broad spectrum of medical and surgical diseases with an emphasis on prevention, maintenance, and definitive care. They employ state-of-art-technology, coupled with skilled and experienced health care providers, friendly and caring staff, and the convenience of "one-stop" shopping.

The medical center employs 8 full time employees who are all fax users. On a daily basis, the medical center sends and receives approximately 150 faxes ranging from prescription and verification requests, patient records, insurance claims information, and lab reports. Each of these document transactions are critical and constitute the life-line of the organization. Without the ability to fax and manage their documents effectively and efficiently the medical center considers itself to be "dead in the water".

The medical center was looking to change their business processes in order to drive more productivity and efficiency to improve the bottom line. They were looking for ways to save money without undertaking any infrastructure initiatives. In addition, the newly deployed solution would have to be easily installed and would need to leverage their existing systems.

The ideal solution for the medical center would provide the combined functionalities of a fax server and an integrated document management system. It would enable staff to handle their documents from the front office to their medical records department and then to point of contact with their patients. By referencing other customers in the healthcare industry, the medical center was steered towards Sagem-Interstar's OpenLine product.

THE CHALLENGE

Prior to purchasing and implementing the OpenLine solution, the South Walton Beach Medical Center relied on a multi-function device (MFD) for all of their faxing requirements. They did not use a fax server or a document

management system. The office was 100% paper based with no electronic records of any kind.

To effectively treat their patients, the doctors, nurses, and staff of the medical center require fast access to prescription requests and verifications, patient records, insurance claims information, and lab reports. Since these documents resided in different departments, patient records could not be quickly retrieved and efficiently updated. Without an archival solution in place, staff did not have a centralized location to find the information they needed to do their jobs.

As a health care provider, the South Walton Beach Medical Center is subject to the standards within the Health Insurance Portability and Accountability Act (HIPAA) for efficiency and effectiveness of electronic data interchange controls to ensure privacy and security of personal health information.

OpenLine's feature set which includes fax server, document management, archiving, and advanced routing functionalities would need to address and solve all the above listed issues and deliver a rapid return on investment (ROI) through increased productivity and efficiency.



South Walton Beach Medical Center selected OpenLine after investigating several other vendors. By contacting reference customers within the healthcare industry, the medical center was steered to Sagem-Interstar's product line.

Specifically, the turnkey solution offered by OpenLine's combined fax server and integrated document management was deemed to offer the best overall toolset for the medical center's migration plans from an all paper based workflow to an all electronic format.

After deploying OpenLine, the medical center has been better able to meet the health care needs of its patients by driving productivity and efficiency into their business processes. Now, less time is spent on paperwork and more time is devoted to providing quality care to their patients.

By increasing employee workflow efficiency and reducing the usage of paper and toner, the medical center has realized significant cost savings. OpenLine has exceeded the expectations of staff members and is planned for deployment in the near future at another clinic opening up in Panama City, Florida.



THE SOLUTION

As part of their selection process in addressing their objectives and requirements, the medical center investigated various vendor solutions. It determined that OpenLine was the only turn-key solution with both document management and fax server capabilities that didn't require a lot of programming or middleware, while allowing the organization to plan for future integration.

As a purpose built server appliance providing secure routing, cost effective faxing, and eco-friendly document management for SMBs, OpenLine was selected to automate patient records management and archival processes. The process for deploying, setting-up, and training the staff took only 4 hours. Currently, all staff members use OpenLine via a web browser from their desktops for a streamlined approach to handling different forms of information from the front office to the medical records department. Nurses obtain patient records right at their desks and prescription requests arrive in the attending physician's email inbox.

Faxes are sent and received as electronic files from the desktop and are easily stored for backup. The solution automatically keeps track of delivery notifications.

After a month of working with OpenLine, all staff members have embraced the wealth of tools provided within the solution, and cannot imagine running the business without it.

BENEFIT AND RESULTS

Partnering with Sagem-Interstar, VSM Technologies LLC a consulting firm with over 20 years of experience in fax server and document management solutions deployed OpenLine at the South Walton Beach Medical Center. In doing so, the medical center has stopped using their old fax machines completely to send or receive faxes and only print when they absolutely have to. They integrated OpenLine with their MFDs and are now scanning all of their patient files into the system. Once their back-file conversion is complete, it is predicted that productivity around medical records management will easily increase by 80 percent or better.

Automating processes with OpenLine's advanced routing has increased staff performance and productivity by at least 50% within a short period of time after its deployment. Going forward, the organization intends to automate everything from patient visit notes going directly into OpenLine, to streamlining doctor referrals and insurance coding processes.

In implementing the OpenLine solution, the company is currently reaping the following benefits:

- Reduced administration time for managing the fax process
- Operational simplicity
- Increased employee workflow efficiency
- Reduced Total Cost of Ownership (TCO), and savings of close to \$1000 within the first 30 days of implementation
- Improved reliability and secure fax delivery
- Adherence to federal and state regulations pertaining to patient health record management

TESTIMONIAL

"There is nothing out there like this! When I saw that one solution could take care of so many of our challenges, the decision to go with OpenLine became an easy one. If an insurance office says they didn't receive a claim, it's easy to search and retrieve faxes, decreasing our risk for liability." None of the other products out there offer the flexibility, scalability, and functionality that OpenLine does, and OpenLine was far less expensive! OpenLine not only helps us ensure that patient care is top priority, but it helps us run a more efficient and profitable business."

Dr. Roland Reeves
South Walton Medical Center



With over 20 years of experience in the fax market, VSM Technologies LLC (a Sagem-Interstar partner) provides consulting services to companies implementing fax and document management solutions. For more information, go to www.VSMtek.com

OpenLine meeting the needs of the Health Care industry

Distributor/Reseller:

NORTH AMERICA & CALA SAGEM-INTERSTAR INC.

5252 de Maisonneuve Blvd. West, Suite 400
Montreal, Quebec H4A 3S5 CANADA
Toll-free U.S./Canada: 1-888-766-1668 or
Tel.: +1 514-787-2100 – Fax: +1 514-787-2111
sales@sagem-interstar.com

GLOBAL (EXCEPT NORTH AMERICA & CALA) SAGEM COMMUNICATIONS

Headquarters: Le Ponant de Paris
27, rue Leblanc – 75015 Paris – FRANCE
Tel.: +33 1 58 11 77 00 – Fax: +33 1 58 11 77 77
xmedius.sales.emea@sagem.com

SAGEM-INTERSTAR INC.

Headquarters

5252 de Maisonneuve Blvd. West, Suite 400
Montreal, Quebec H4A 3S5 CANADA
Toll-free U.S./Canada: 1-888-766-1668 or
Tel.: +1 514-787-2100 – Fax: +1 514-787-2111
info@sagem-interstar.com
www.sagem-interstar.com



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