

Cleo Communications and Heartland Health

Reduce Costs Through Automation Using Cleo's Stroom Fax and Alert

Case Study
Healthcare

Heartland Health is an integrated health delivery system, which includes a regional medical center, physician practices, foundation, and a health plan. As a leader in healthcare for a 21-county area of northwest Missouri, northeast Kansas and southeast Nebraska, Heartland Health includes over 35 clinics and employs a staff of more than 3,000 and supports over 25,000 members through its health maintenance organization (HMO).

The Heartland Health Business Plaza (HHBP), along with the East and West locations, fax an average of 770 documents and receive approximately 1,018 faxes on a daily basis, equalling over 35,750 inbound and outbound fax pages per month. Faxes received needed to be imported into patient Electronic Medical Record software (EMR) and the current process required manual scanning of the document for import. Manual faxing was costly, inefficient, and did not meet the HIPAA standards for security. Xerox recognized the opportunity and engaged Stroom to present an automated, efficient, secure method of faxing.

Stroom presented the project team with solutions to provide desktop faxing directly from email, as well as scan to fax directly from Xerox devices. With Stroom, received faxes are sent to a network directory for importing into the EMR software, thus, eliminating the manual process. It was easy for Heartland Health to realize the benefits including automated processes, speed of delivery, and improved transmission records and audit trail. Stroom also introduced automatic distribution of information to multiple recipients via a web interface. The system was initially installed for faxing and may be expanded in the future to accommodate broadcast distribution of electronic surveys.

Applications Deployed at Heartland Health:

- Enterprise network fax integration for all Xerox devices
- Desktop faxing capabilities for users providing the ability to receive and send fax documents to and from email
- Automatic receipt of incoming faxes to a network folder for import to EMR
- Broadcast Notification capabilities to deliver electronic surveys to multiple recipients

Benefits to the Customer Include:

- Elimination of phone lines, fax machines, consumables and associated faxing costs
- Improved productivity for users as well as enhanced document security and audit trail
- Additional steps towards goals to become a more paperless environment

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