

# Fax Remains Dominant in Healthcare Offices



Does your organization use a fax machine?



Yes: 89% No: 11%

Source: Medical Group Management Association survey of 1,581 healthcare offices conducted Nov. 2019. Time warp: The lingering legacy of fax in medical practices (imgma.com)

## Top 5 Reasons Healthcare Providers Use a Fax Machine<sup>1</sup>

- 1 Record sharing
- 2 Referrals
- 3 Communicating labs/tests/results
- 4 Payer communication
- 5 Pharmacy communication

## IP Fax Solves Healthcare's 6 Pressing Technology Issues

### 1 Lost or delayed referrals

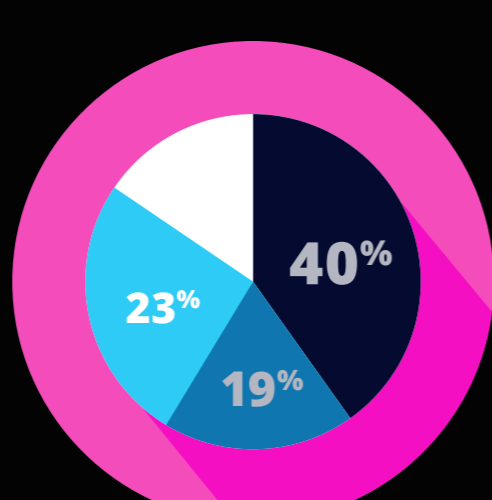
Communication failure results in lost appointments for approximately 50% of patient referrals every year in the U.S.<sup>2</sup>

**100 million** specialty referrals made each year

**50 million** approximate number of referrals not completed due to communication failure

#### Potential lost revenue from missed referrals

In the U.S., lost or delayed referrals can result in lost revenue and patient leakage. Patient leakage refers to patients who go outside health system to find care.



#### One study found<sup>3</sup>

- 40% of health systems **lose 10% or more**
- 19% of health systems **lose 20% or more**
- 23% don't know how much they are losing

### 2 Reliability

T.38 real-time IP fax provides the most dependable transmission of patient data to ensure a smooth and safe patient handoff.



### 3 Security

Sensitive patient data is vulnerable to security breaches, creating privacy and compliance headaches.

#### REAL-TIME T.38 IP FAX

- No "middleman" server
- Real-time fax confirmation
- Eases HIPAA compliance through Conduit Exception Rule

#### HTTPS FAX SOLUTIONS

- Store-and-forward solution where data may be vulnerable to hackers
- Potential for false confirmations
- Requires extra steps for HIPAA compliance due to store-and-forward vulnerabilities

### 4 Cost

IP fax can cost up to 50 percent less than analog, and those disparities increase as you add phone lines or locations.

T.38 IP FAX	ANALOG FAX
<b>\$36</b> per month	<b>\$35-60</b> per month <i>plus</i> long-distance charges

### 5 Compatability

IP fax works compatibly across systems or from office to office, unlike proprietary fax solutions.

#### REAL-TIME T.38 IP FAX

- Technology-agnostic
- IEEE standards-based
- Information exchanged and integrated seamlessly, regardless of recipient EHR

#### HTTPS FAX

- Uses proprietary protocols to secure fax traffic
- Not standards based
- "Middleman" server may lead to false-positive confirmations

### 6 Ease of Use

T.38 real-time IP fax checks all the boxes of seamless conversion and user friendly.

- ✔ No additional training required.
- ✔ No additional fax machines or servers required.
- ✔ No downtime during conversion.
- ✔ No Business Associates Agreement (BAA) required by HIPAA.
- ✔ No hurdles to growing with your business.

T.38 real-time IP fax ensures healthcare offices can continue to gain the benefits from fax technology without the liabilities legacy fax systems present.