



XM
Fax



CASE STUDY

OHIO LIVING

XM FAX FOR THE HEALTH INDUSTRY



Ohio Living
FAITH + COMPASSION + COMMUNITY

Ohio Living sends and receives up to 70,000 mission-critical faxes a month. It needed an efficient, flexible, and on-the-go solution to improve its mission-critical communications. XM Fax™ met all of Ohio Living's specific requirements.

THE CLIENT

Founded in 1922, Ohio Living is one of the largest not-for-profit, multi-site senior living organizations in the country according to LeadingAge Zeigler Top 150. Each year, Ohio Living serves more than 73,000 people through its 12 life plan communities and Ohio Living Home Health & Hospice. Ohio-based, the organization's services range from a variety of housing options through the full continuum of care to post-acute home health and hospice support for adults, wherever they live. This past year, Ohio Living delivered care and services to individuals through approximately 103,000 Home Care visits, 173,000 Home Health visits, and 4,000 short-term rehab stays. The organization has over 3,200 employees.

In the life plan communities, the living options include villa, apartment and brownstone homes, assisted living, long-term nursing care, short-term rehabilitation and memory care.

Additionally, the Ohio Living Foundation raises several million dollars annually to support charity care, special programs, capital expansion and endowment. The organization serves individuals of all faiths with a spirit of inclusiveness.

THE CHALLENGE

Throughout its many divisions and offices, Ohio Living sends and receives over 2,000 faxes every day. Much of the data transmitted is critical, as it includes patient records, physician information, medication reconciliations, treatment and care plans, and administrative communications. Some of the information transmitted requires signatures, much of it is confidential in nature, and virtually all of it and is time sensitive. Simply put, all this information must be delivered efficiently, securely and promptly.

Prior to upgrading their fax system, Ohio Living was using a significant number of standalone fax machines and analogue phone lines, and its system was not integrated, efficient or cost-effective. Phone lines were sometimes poor, printing issues often impeded the workflow, faxes had to be individually filed, and multiple administrators were required to route and coordinate the enormous volume of fax traffic. Furthermore, because the organization's staff provides home health visits and hence must work outside the office in the communities they serve, where fax equipment is either not available or conveniently accessible, its ability to communicate via fax while on the road was extremely limited.

EXPECTATIONS

Ohio Living required a fax solution that offered the following benefits:

- › Cost-effectiveness
- › Greater fax traffic streamlining, coordination and ease of use
- › Capacity to be used outside the office environment
- › Simple to integrate and implement throughout its multi-faceted organization
- › Excellent service and support from the solution provider

THE SOLUTION

Ohio Living selected the XM Fax solution after reviewing other solutions because it best met their specific and varied needs.

Some of the critical considerations in selecting a fax solution included the ability to send and receive faxes easily from mobile platforms, the ability to use XMedius' online portal to keep communications going if the organization's own system went down, and the ability to reduce the number of administrators required to oversee fax transmissions throughout the organization.

RESULTS AND BENEFITS

With XM Fax, Ohio Living was able to take advantage of the following benefits:

EASE OF USE

An easy-to-use solution that could be deployed throughout the organization.

COST-EFFECTIVENESS

No investments in new hardware, dedicated fax lines, paper, toner and filing systems were required.

STREAMLINING

Because XM Fax is a single source solution that could be deployed throughout the organization, the need for multiple administrators to handle incoming and outgoing fax transmissions was greatly reduced and has resulted in substantial manpower savings.

THE FLEXIBILITY OF MOBILITY

As a software solution, XM Fax allows Ohio Living caregivers to send and receive faxes from their mobile devices, wherever they might be. This on-the-go-capability frees up staff to concentrate on providing the care their patients require, allows them to work from home when necessary, and makes life infinitely easier for those who must be on call 24/7.

USER-FRIENDLY FAX COMMUNICATION

Transmitting faxes with XM Fax is essentially as simple as sending or receiving an email, so the learning curve is brief. The larger challenge was to coordinate a new organization-wide process for fax communications, but once this process was implemented the transition to XM Fax was smooth.

RELIABILITY

Phone line, fax machine and printer issues no longer impede the workflow, so faxes can be sent and received without interruption or failures.

SECURITY

Since the majority of Ohio Living's fax transmissions contain PII (Personally identifiable information) and PHI (Protected Health information), XM Fax's comprehensive security features help maintain HIPAA compliance by ensuring that privacy and confidentiality protocols are adhered to.

SERVICE AND SUPPORT

Available 24/7, the XMedius support team has been able to walk staff through any issues they may have had when first getting accustomed to the solution.

"The savings we've realized in time, manpower, and system costs have been considerable, the efficiency and flexibility of the solution has made life much easier for our people, and because XM Fax is a software solution that's available to our people 24/7, we no longer miss any referrals. Support from the XMedius team has also been excellent, and they've been able to help us every step of the way. We are extremely pleased with the XM Fax solution."

—Joyce B Miller, Chief Information Officer Ohio Living Corporate