Case study

MediCopy Services, Inc. is a health information management (HIM) company that prides itself in the secure delivery of protected health information (PHI) to improve patient care, to increase the efficiency of information workflow, and to help HIM professionals meet the challenges of an ever-evolving healthcare industry.

MediCopy fills the important need in healthcare of managing the disbursement of high volumes of PHI on behalf of a variety of healthcare stakeholders. MediCopy receives hundreds of incoming requests daily to source and compile patient health information from varying formats such as paper files and electronic health records. Once sourced, MediCopy puts all the PHI into one transmittable format and sends it to the requestor, all according to HIPAA privacy and security rules.

Need

Due to MediCopy's tremendous growth, their outbound faxing volume had increased to more than 100 thousand pages per month. The reams of PHI they were regularly faxing out frequently tied up fax lines, causing busy signals that prevented the receipt of incoming requests for PHI. This was affecting the company's ability to quickly meet the needs of the clinics, hospitals and other healthcare customers who relied on MediCopy for the timely delivery of PHI on their behalf.

MediCopy's method of faxing involved a printer server on individual PCs that connected to four different fax machines. Employees were rotating outgoing faxes across the machines to avoid overloading a single line and blocking incoming fax requests from their customers. As the document load continued to increase, it became clear that this manual and complicated rotation process wasn't sustainable.

When evaluating the options for handling their document faxing, it was essential that MediCopy select a technology that complied with the newly released HIPAA Omnibus Rule. In addition to the stringent document security rules, HIPAA was now making it required that anyone who transmits sensitive information on behalf of a healthcare Covered Entity, sign a Business Associates Agreement (BAA) attesting to the security and compliance of their technology.

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> "

Elliott Holt
CEO, MediCopy

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Solution

Sfax resides in a secure cloud environment where all documents are encrypted both at rest and in transit. Sfax also proactively provided the signed business associates agreement, giving MediCopy the peace of mind that Sfax meets all their HIPAA compliance requirements. Extending beyond the mandatory HIPAA rules, MediCopy needed to improve its workflow and streamline their document management processes. With Sfax, MediCopy users can drag and drop annotations and digital signatures (that meet government requirements),easily onto any page. Additionally, Sfax makes it easy for MediCopy to group documents into customized folders tailored to their own information management processes. Sfax also provides MediCopy a document history delivering an audit trail that tracks every single action taken on each document inside of Sfax.

When addressing MediCopy's scalability issues, it was important that Sfax never have a busy signal. Sfax's smart cloud technology routes every incoming fax to an open port and queues it up in MediCopy's account so customers only have to send their PHI requests once. "We have seen our workflow improve and streamline because each staff member is notified via email as soon as a fax is received (or if a sent fax has failed), and is able to quickly log in to retrieve the fax," said Elliott Holt, the CEO of MediCopy. "The improvement in our workflow extends to our ability to deliver a better customer experience; with Sfax we have improved our customers' experience and satisfaction."

Results

Sfax for MediCopy at a glance:

- Scales easily to meet MediCopy's inbound and outbound volume.
- Never a busy signal means that MediCopy customers can easily send in requests for PHI
- Workflow issues were solved with custom folders to manage inbound and outbound document exchange
- Notifications mean that MediCopy never misses an incoming PHI request and failed faxes never go unnoticed
- A signed Business Associates Agreement and military-grade security measures ensure HIPAA compliance requirements for exchanging PHI

We are Sfax.

》》》 For more information, please visit www.scrypt.com

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