

## INTEGRA CASE STUDY: Reliant Pharmacy

ICF (Integra Cloud Fax) provides Reliant Pharmacy with scalability to handle varying fax volumes, and the peace of mind that comes with knowing they receive every fax so their customers never have to deal with the frustration of a busy signal. Here's what Reliant's CFO Caleb Wilson has to say about ICF.

### WHY DID YOU CHOOSE CLOUD FAXING OVER TRADITIONAL FAXING?

"We used to have a fax machine with two lines and customers were getting a busy signal during certain parts of the day when a lot of orders would come in," says CFO Caleb Wilson. "Customers would call in frustrated, tell us they were getting a busy signal; they'd try to send something six times and still get a busy signal.

"We also wanted scalability. Most of the time our two fax lines were sufficient; but there were still times where customers would get a busy signal. We were growing and adding additional customers and knew the faxing problems would just get worse, so we started looking into cloud faxing options.

"Primarily we needed that ability to scale – to handle different volumes – and confidently know that our customers were not going to get a frustrating busy signal when they were trying to send an order to us. And we needed something that interfaced in a clean manner with DocuTrack. At the time, ICF wasn't around so we signed up for EasyLink as it was the best available option."

### WHY DID YOU SWITCH TO ICF?

"EasyLink was managed through a third-party so anytime we had downtime in the system, I found it pretty inconvenient having to reach out to EasyLink directly or go through the tunnel of reaching out to DocuTrack Support and finding out the problem was on EasyLink's end. It was difficult to manage and monitor. And honestly we had multiple instances of outages with EasyLink.

"We've only had one or two outages with ICF and those were due to our internal internet being down. When our internet does go down, there are ways to work around it so we are still receiving and processing orders. It's nice that the faxes queue up in DocuTrack, because at least you know they're not getting shot into oblivion and you're never going to get them."

### HOW WAS THE TRANSITION TO ICF?

"The transition from EasyLink to ICF was quite easy. And on the other end too, as far as implementation for end users and general staff, I thought that was very simple. I didn't feel like I had to do much to get my people up to speed."

## INTEGRA CLOUD FAX

### PHARMACY STATISTICS

PIS: QS/1

Beds Served: 1,500

Markets: LTC, Retail

Founded: 2008

Other Integra

Products: DocuTrack

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*"It's nice that the faxes queue up so you know they're not getting shot into oblivion."*



## WHAT HAS BEEN THE BIGGEST BENEFIT OF ICF?

“I’d probably say the biggest benefit for us is by far the scaling ability, basically unlimited, simultaneous incoming fax volume. We were able to scale, and stay organized in the process.

“ICF was also beneficial because it helped us and the nurses pinpoint a problem when a fax wasn’t received. At the end of the day, nurses are trying to get everything done and fire off a bunch of faxes; they get a busy signal; the orders don’t go through; then they call us when their delivery gets there and say ‘Where is all the stuff we ordered?’ And we say, ‘Well, we never got the order.’ They say, ‘Well, I sent it.’ And then it used to be this big hunt for what went wrong. Now, we are able to pinpoint exactly why a fax wasn’t received, such as a wrong number being entered. It makes it easier for us to problem solve, because we know for certain that it wasn’t a busy signal.

“My primary comment on ICF is being able to know confidently that our customers are having a good experience getting us orders, and they’re not getting frustrated in the process.”

## HAS YOUR CUSTOMER SERVICE IMPROVED WITH ICF?

“Yes, absolutely. The busy signal complaints are basically non-existent at this point because the system doesn’t miss faxes. We often had times where it looked like we missed a fax when it was a wrong number instead. With ICF, we know if orders come in or not, we can find them through a search, or check the history, and know for certain if we received a fax. Once again, it’s really nice to be able to tell customers with certainty if we did or did not get the fax. Before it was a guessing game as to why a fax didn’t come through. ‘We don’t know what happened, maybe you caught a busy signal. Who knows what happened.’ So it’s nice being able to confidently say that we did or didn’t receive a fax.”

## HOW WAS THE COST COMPARED TO THE FAXING SERVICE YOU HAD BEFORE?

“There are other things that are more valuable than just cost. It’s hard to measure savings, but I’m fairly confident to say that overall ICF probably did save us money even with the more expensive cost of the actual service. Many problems are caused by missed faxes. Late night deliveries cost a lot of money and create stressful situations for both our customers and our staff. So, in my opinion, ICF is worth not having the cost and stress of the problems we had without it.”

## HAS ICF HELPED YOU VIRTUALIZE YOUR PHARMACY?

“We’ve been meaning to virtualize for a long time, but it just didn’t make sense from a hardware perspective. We are currently upgrading to a virtual server environment, and because we already have ICF doing our faxing on the cloud, it’s one less virtualization step we have to think about as we migrate the servers. I guess we got ahead of the virtualization game, but we definitely will be using ICF as part of our overall virtualization.”

# INTEGRA CLOUD FAX

*“The main thing is ICF enabled us to scale and stay organized in the process... And knowing confidently that our customers are having a good experience getting us orders.”*

*“Busy signal complaints are basically non-existent because the system doesn’t miss faxes.”*

