

Unival: Faxing Reliably in the Medical Landscape with the Help of Industry Leader, Esker



Headquartered in Ann Arbor, MI, UNIVAL began operations more than two decades ago, providing medical-related services to companies in southeastern Michigan with a commitment to client care standards of excellence and providing the best customer care possible.

Today, UNIVAL provides integrated healthcare services and technology solutions to some of the nation's largest healthcare organisations, insurance companies, disability insurance companies, medical providers, employers and healthcare consumers.

www.unival-med.com

Healthcare

Reliability is a key attribute in any piece of technology. In UNIVAL's case, it was imperative. The Michigan-based healthcare service provider works with hospitals, insurance companies and state organisations as a facilitator for important medical information. So when it came time to upgrade its fax systems in order to modernise how this sensitive information was processed, UNIVAL sought a solution provider it could trust — and found one in Esker.

Faxing in the Medical Industry

Even in an age of high-tech gadgets and technological innovation, fax remains a relevant method of communication in the world of healthcare. As a leading provider of healthcare connectivity and integration solutions, UNIVAL understands the business-critical relationship that fax has with the modern medical landscape.

The majority of UNIVAL's services revolve around sending medical record reviews for healthcare organisations. When documents are faxed to UNIVAL, its case managers and project administrators send them to the appropriate doctors, providers and consumers. In addition, UNIVAL plays a leadership role working with insurance companies involved with disability services as well as helping to implement state-based initiatives to improve end-of-life care.

Seeking a Modernised Solution

In order to avoid compromising the sensitivity of its documents, UNIVAL made the decision to upgrade the outdated — and often unreliable — fax server system it had in place. *"The key part was that the new solution had to be reliable,"* said Ron Fernandez, IT Director at UNIVAL. *"With 120,000 medical records needing to come in from various doctors' offices around the country, we knew we would need something unequaled in terms of efficiency, flexibility and reliability."*

UNIVAL identified three main business objectives in its search:

- Adopt a reliable fax server system to send and receive faxes more effectively
- Gain dynamic faxing capability for online access
- Implement a disaster recovery system to complement faxing software

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Ron Fernandez ▪ IT Director ▪ UNIVAL

The Esker Advantage

After coming across an Esker white paper, Fernandez was introduced to the company and its plethora of fax services. *"We did our homework on Esker, researched some reviews, and came away knowing this was an ideal fax server solution for our company,"* said Fernandez.

Esker helped put together a project plan and quickly got UNIVAL implemented with Esker's patented fax server solution. *"We haven't had more than one or two hiccups since being live,"* said Fernandez. *"Even when we needed help with upgrades, Esker's professional services team put in a plan and timeline that allowed us to stay online throughout. We never missed a beat."*

What is Esker Fax?

Esker Fax Server solutions seamlessly integrate fax with enterprise applications and messaging platforms, receive and send any fax or document, fully leverage existing information systems, and find the most cost-efficient fax routing paths. Reliable at high volumes, Esker Fax Servers are easily deployed and help to simplify fax management for companies large and small.

Benefits

UNIVAL now has the dynamic faxing system it was looking for in Esker. *"We haven't had any issue that we won't be able to solve,"* said Fernandez. *"For our larger files, Esker PS even created a rule to reroute the document to a folder so it wouldn't bottleneck our email server. It was that easy."*

To complement its new faxing software, UNIVAL also decided to leverage the Esker Fax on Demand solution for remote locations. Fernandez added, *"It's comforting knowing we have Esker's secure global network there as a cloud-based backup should something go wrong."*

Importance of security

Data privacy, access control and business continuity were key considerations before choosing a faxing solution for UNIVAL due to the sensitivity of its documents. Fortunately, Esker was able to alleviate any concerns regarding support and compliance with privacy regulations through its secure and reliable infrastructure.

"Esker understands HIPAA compliance. With medical records, you can't just open the door and say, 'come on in.' When we had a conversation about HIPAA, Esker answered the call. They had all of the certifications we needed."

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