

CUSTOMER SUCCESS STORY

Biscom's Fax Server Solution Solves Mission-Critical Business Problems for Shields Healthcare

"Thanks to Biscom, we no longer have problems with system flow or performance. We're now able to route by any ANI and OCR. Inbound orders received via fax or via online ordering are indexed and the application creates the workflow according to programmed business rules. It makes the jobs of our staff members and managers much easier."

- Suzanne Lillie, Management Engineer



Company: Shields Health Care Group

Industry: Healthcare

Location: Quincy, MA

Website: www.shields.com

CHALLENGES:

- » Current system could not adjust to their needs
- » Difficulty managing large volumes of incoming faxes
- » Decrease in productivity due to lost and misplaced faxes

SOLUTION:

- » Biscom

RESULTS:

- » Improved Customer Satisfaction
- » Enhances Employee Satisfaction
- » Reduces Processing Time
- » Increases Productivity

Background

Shields Health Care Group is the largest and most technically advanced network of medical imaging, diagnostic and treatment facilities in New England for over 25 years.

Challenges

While assessing the capabilities of its existing inbound fax solution, Shields MRI became increasingly concerned about their current system's ability to adjust to its growing business needs. "As our fax volumes began to rise, we noticed that our present system had a number of weaknesses and we were starting to lose faxes," explains Management Engineer Suzanne Lillie. "It was not scalable to meet our demands."

In the healthcare industry, time is of the essence, and misplaced faxes equal decreased productivity. Tracking down faxes hurt Shields' customer satisfaction, negatively impacted productivity, and presented a potential security issue.

With over 50 Call Center FTEs across the network and over 3,500 faxes received per week, Shields needed a system that was both scalable and able to route faxes using a set of rules and assigned roles. The company realized the extent of its missed opportunities after learning about Biscom's Workflow solution.

The Solution

After careful evaluation, Shields enlisted Biscom to replace its current fax solution with a sophisticated set of fax and document management tools. The product solution recommended by Biscom included a FAXCOM Server, Suite for Windows with Advanced Fax Routing, Docflow, Workflow Enterprise, and the Job Tracking Reporter Application.

The FAXCOM Server application is the central component of Biscom's product

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About Biscom

Founded in 1986, Biscom (www.biscom.com) pioneered the fax server and host computer integration marketplaces. Biscom has provided many of the world's largest companies with enterprise communications solutions, most notably its award-winning FAXCOM enterprise fax management solutions. Through acquisitions and the development of new technologies, Biscom has evolved into a provider of multiple product lines, including secure document delivery, file conversion and image viewing and enhanced messaging solutions. Biscom is committed to excellence in product development and customer care, while staying ahead of the technology curve by developing innovative solutions. Biscom is headquartered in Chelmsford, Massachusetts.

line. It supports Shields' document delivery via fax, email, and the Internet, handling document flow in and out of the organization.

Advanced Fax Routing, a component of FAXCOM Suite for Windows, is the document routing application. This technology provides a rules-engine for routing documents to users, applications, and network applications based on information captured via ANI (Automatic Number Identification) and OCR (Optical Character Recognition) and barcodes, business rules, and queries to network resources.

Implementation and Support

Shields relies on Biscom's dedicated support and development team to enhance its fax system. As business lines and workflow roles are added, Biscom works closely with the staff to ensure seamless implementation.

“The Biscom team is hands-on and is always there to walk us through the process,” says Lillie. “They always take the extra time to make sure our product needs are met. From Sales to development to implementation and support, the Biscom team has been exceptional. Biscom offers quality products that support our goal of quality service.”

Results

After a cost-effective implementation, the Biscom Product Suite now complements Shields' expanding needs. “We no longer have problems with system flow or performance,” says Lillie. “We are able to route by any ANI and OCR. Inbound orders received via fax or via online ordering are indexed and the application creates the workflow according to programmed business rules.”

The most impressive part of the solution, according to Lillie, is the workflow piece. Controlled by assigned roles, it is a powerful business tool. “The previous solution was open and you either had access or you didn't,” she explains. “We just developed four new roles to meet specific challenges, and we are leveraging and building upon this advantage.”

Shields has yet to experience a misindexed fax since implementing the Biscom Workflow solution. Staff members who process faxes no longer waste time on document flow issues.

Additionally, “staff members love the user interface and manager review queries,” says Lillie. “It is so organized and easy to use. It makes their jobs much easier.” With increased employee productivity, advanced document security, and improved customer service, Shields has cleared major business hurdles thanks to the Biscom solution.