



## Piedmont Behavioral Healthcare

Managing fax efficiency



**P**iedmont Behavioral Healthcare (PBH) is the Local Management Entity designated by the State Division of Mental Health to manage, coordinate, and monitor mental health, developmental disabilities and substance abuse services in Cabarrus, Davidson, Rowan, Stanly and Union counties of North Carolina. PBH offers screening and referral services 24 hours a day, 7 days a week, 365 days a year.

### Challenge

Supporting authorization for placement of individuals into hospitals to receive substance abuse treatment, PBH has a large group of teleworkers who work from home and need to communicate with the hospitals via fax. Placement takes place around the clock every day of the year, amounting to a volume of 200–300 documents per week for PBH. Given the difficulty of setting up a fax machine for each teleworker, PBH recognized its need for a fax-from-the-desktop solution. “We had tried a desktop faxing solution at one point in the past, but it failed miserably because it wouldn’t route to mailboxes like we needed it to,” said the IS Infrastructure Manager at PBH.

“We went through CDW and saw a few demos, and Esker Fax was the one that looked like it fit our needs the best,” said the manager. “The ease of installation and ease of use looked good, and we knew Esker has a very strong support reputation, which was big for us. We weren’t going to have someone administrating fax day to day, so reliability and support were key. We also need to be HIPAA compliant, and Esker Fax supports that. And we didn’t want to pay a per-fax charge, which a lot of the software vendors had.”

### Solution: Esker Fax

PBH chose an Esker Fax Bundle from CDW, a solution package that provided all the capabilities PBH needed for fax linked with Microsoft Exchange — including PDF conversion, LanFax client for Outlook, Universal Mail Connector, Advanced Inbound Routing and more — plus installation and configuration assistance from Esker.

Esker Fax manages inbound routing of faxes to 3 mailboxes according to PBH operational unit. For each unit, staff members share access to the mailbox in Outlook, “We simply can’t have a situation where faxes go to individual mailboxes and then aren’t handled for a week if the person is out on vacation,” said the manager.

### Benefits

About the Esker Fax implementation, the manager said, “We received the best support I’ve ever had in 10 years of doing technical work. Esker’s team of technicians is very strong, and I was really impressed with ease of the installation. They did a great job and never abandoned us. Our Esker tech was willing to go above and beyond the norm to resolve any issues that we might run into.”

The manager also noted that PBH teleworkers appreciate the ease of using Esker Fax. “It plugs directly into Outlook, so there’s not a lot of technical expertise required. Esker Fax has made everything much more efficient. We don’t have any of the problems we were having before.”

His experience with post-implementation support from Esker has been equally positive. “Our Esker sales rep followed up to make sure we had everything we needed and that everything was going well. I’ve been extremely impressed with Esker from day one.”

### Future plans

Looking ahead, PBH is planning to include Esker Fax in its enterprise content management (ECM) implementation project. “When we started weighing our options for the ECM project, we knew we wanted something that would work with Esker Fax,” said the manager. “We’re looking to make it an enterprise-wide solution.”



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IS Infrastructure Manager ■ Piedmont Behavioral Healthcare



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