



## FAXING LARGE AMOUNTS OF CORRESPONDENCE IN ONLY A FEW CLICKS

Acting as an independent consulting firm to a variety of health agencies, Medical Advantage Group sends correspondence to a number of recipients on a regular basis — fax being a primary delivery method for this communication. Leveraging Esker Cloud Fax Services has allowed Medical Advantage Group to turn a once manual and time-consuming process into a simplified, streamlined and fully automated operation.

### The Challenge

Medical Advantage Group's (MAG) services include helping physicians meet specific metrics to improve the quality of care delivered to their patients. Part of this involves coordinating meeting arrangements for client physician groups; sending out notifications for these meetings was done manually at a fax machine.

#### Time-consuming process

Typically, MAG has 3-4 meetings per month that require up to four notices for each meeting. Physically faxing these documents was beginning to take its toll on MAG's Administrative Assistant, Hannah Huot. "It was very time-consuming to stand at the fax machine and send out notices manually," said Ms. Huot. "Constantly having to walk to the fax machine, dial in, send, scan and resend faxes if they don't go through doesn't leave a lot of time to multi-task or do other things."

### The Solution

Utilising Esker Cloud Fax Services, MAG has been able to achieve a number of significant business benefits that include:

- **Time savings:** Mass sets of time-sensitive correspondence can be sent rapidly (e.g., faxing to 10 people now takes the same amount of time as faxing to 200)
- **Cost savings:** Reduction in costs due to less printing and higher productivity; documents that would've previously been mailed can now be faxed
- **Visibility:** Failed faxes are immediately indicated via an email notification
- **Control:** Can now tailor correspondence to each recipient, add multiple attachments and preview the communication before sending

"It is not unusual for me to use Esker Cloud Fax Services five times in a day," said Ms. Huot. "I can't say enough about the 'fax blast' merge feature. Not only does it allow me to send more communications in a day, I can personalise the notices and

prepopulate the fields. I no longer have to decipher the doctor's handwriting to see who responded!"



Esker Cloud Fax Services has allowed us to save time, reduce our printing costs, and make faxing a much more fluid and effortless process. We couldn't have asked for a better solution.

Hannah Huot — Administrative Assistant  
Medical Advantage Group

#### Email

Eventually, MAG plans on using email in addition to fax, and will consider leveraging Esker's "email blast" service. Ms. Huot added, "Everything is moving in the direction of email, it's just a matter of physicians adopting the change. Either way, it's nice to know Esker has a solution available to accommodate us when we do make the move."

#### About Medical Advantage Group

Medical Advantage Group (MAG) is a recognised leader in healthcare management and consulting services, with over a decade of experience building and servicing healthcare partnerships throughout the state of Michigan. MAG is partly owned by the Michigan State Medical Society, The Doctors Company and more than 200 shareholders, primarily independent physicians.

MAG provides an array of services that support the implementation and design of organisational structures that create consistent improvements in performance, along with a diverse clientele that includes: health plans, physician organisations, independent physician associations, hospitals, physician hospital organisations, and health systems.

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