eGoldFax

CASE STUDY

Doubling Healthcare Fax Volume by Eliminating Busy Signals

CHALLENGES

A multi-location eye care provider in Ohio, offering both optometry and ophthalmology services, faced a major challenge in its day-to-day workflow: inbound fax busy signals. These disruptions delayed communication between offices and affected the flow of patient referrals. Their legacy fax infrastructure simply couldn't keep up with the demands of modern healthcare, particularly across four high-volume locations.

SOLUTIONS

The eye care provider upgraded to eGoldFax, a cloud-based fax solution that integrated easily into their existing workflows. Most staff continued using the MFP printer—now equipped with the eGoldFax Connector App—to fax directly from their devices, making the transition smooth and familiar. Remote and administrative teams adopted the eGoldFax Desktop App with Print-to-Fax, streamlining workflows and making it easier to attach documentation to patient charts. Some departments also used Email-to-Fax and routed incoming faxes to networked printers, accelerating the referral process and improving how documents were entered into patient records.

BENEFITS

Benefit One

After switching to eGoldFax, this multi-location eye care provider saw their monthly fax volume nearly double, jumping from 8–10K pages to over 15K. With the "Never Busy" feature eliminating disruptions, referrals increased significantly and directly boosted revenue.

Benefit Two

By leveraging the eGoldFax Connector App, approximately 80% of users continued faxing directly from their MFPs- ensuring a seamless transition with no disruption to existing workflows. The familiar interface made adoption effortless, with many users unaware a new system had even been implemented. This minimized training needs and accelerated organization-wide acceptance.

Benefit Three

eGoldFax supports custom workflows by department, allowing some teams to auto-print incoming faxes while others received them on their desktop computer via email or eGoldFax Desktop App. This flexibility led to faster document handling and smoother integration into patient charts.

AT A GLANCE

Challenges

- Limited functionality for remote users
- Frequent busy signals were disrupting inbound fax communication and delaying referrals.
- Outdated fax infrastructure couldn't support the volume across four busy locations.

Benefits

- Fax volume increased by 50% with zero disruptions, boosting patient referrals.
- 80% of users adopted eGoldFax instantly through the MFP Connector App, no retraining needed.
- Flexible routing options improved workflow efficiency and streamlined patient record integration.

STAFF FEEDBACK

"So far so good. I'm loving this new [eGoldFax Desktop App] feature."
— Karen F., Central Scheduling

CUSTOMER INSIGHT

"The idea of not having to stop their day to walk to a fax machine has been a huge sell. Between automated fax printing, email delivery, and the Desktop App, it's become way more efficient to get faxes into patients' charts."
— Chuck, IT Team