

## Data Sheet – MyFax for the Health Market



### Overview

**MyFax is for professionals in the Health industry that need an integrated, secure and reliable faxing alternative to fax machines and fax servers. MyFax is an Internet-based fax service allowing users to send and receive faxes using existing email accounts and the web. The service eliminates fax machines, fax servers and the recurring costs that go along with them, like supplies, maintenance, dedicated lines and long distance charges. MyFax offers cheaper rates compared to the leading competition and does not require additional software to be installed to view incoming faxes.**

### Addressing the unique faxing needs of the Health Industry

#### Reliability

**Requirement:** Health professionals need a dependable faxing solution due to the time sensitivity of their industry. Policy applications, claims, doctor appointments, lab results, and general health information transfer are all time-sensitive in nature. Health organizations need a reliable way to exchange this information through fax. Delayed or lost faxes can negatively impact a patient's health and welfare.

**MyFax** offers 99.5% service availability. The service operates all day, every day. Your computer does not have to be on to receive faxes and in the event of a failed transmission, they are automatically re-attempted twice.

#### On-Demand Capacity

**Requirement:** Health organizations generate and receive high volumes of faxes. They require a fax provider that has the capacity to handle this volume.

**MyFax** offers the capacity you need, when you need it. The service is fully scalable, so as your business or practice grows, you can be assured that we will be able to support your increased fax load.

## Integration into Customer Relationship Management Systems

**Requirement:** Much of the information transmitted to and from Health Insurance/Benefits providers and medical centers has to be tracked, catalogued and integrated into Customer Relationship Management Systems or Document Management Systems. Health organizations need a solution that integrates seamlessly into their existing technological infrastructure.

**MyFax** uses existing technical infrastructures: email and the Internet. There is no added software or hardware to install. The service has a low learning curve and is easy to deploy for the IT department. MyFax can also be integrated into Customer Relationship Management Systems and Document Management Systems using XML Web Services.

## Private/Secure

**Requirement:** Health care providers and health service organizations must comply with regulations relating to the secure transmission of personal health information such as HIPAA in the United States and PIPEDA in Canada. They require a fax service that helps meet the privacy and security standards set out in this legislation.

**MyFax** ensures complete privacy as faxes are sent directly to the intended recipient; faxes no longer sit in the open on fax machine trays. Password protection on a secure website and integration into your private email account also enhance security.

## Reporting

**Requirement:** Some regulations mandate that sent faxes be accompanied by a fax confirmation for tracking purposes and to ensure that the fax was delivered successfully.

**MyFax** users receive an email notification that the fax has been sent to Protus and then receive a confirmation that the fax has been successfully delivered to the recipient. Other real-time reporting tools include online access to billing, usage and fax history reports.

## About MyFax

MyFax is the fastest growing Internet fax service used by individuals, small, medium and large businesses to send and receive faxes using existing email accounts or the web. MyFax offers services in North America, Europe and the UK to industries recognized among the fastest growing adopters of internet fax including finance, insurance, real estate, healthcare, transportation and government. More than 10,000 new customers subscribe to MyFax each month. Additional information is available at [www.myfax.com](http://www.myfax.com).

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