

Case Study: Dr. Steven Feinberg, M.D., Inc.

Zetafax Duo Solves Faxing Problem for Physician



The Problem

Like most medical offices, paperwork is the name of the game. A single patient file can be as few as 15 pages to as many as 30+ pages of information. The staff regularly used a fax machine to send out intake forms, pre-authorization forms and appointment notifications. Final reports / evaluations, which at times could require four or more copies of the same documents, were copied and mailed using the postal service.

Time was the issue. Staff was spending too much time (and money) copying reports, stuffing, weighing, stamping and addressing envelopes, while continually walking to the fax machine to make sure documents were successfully transmitted and following up to resolve fax transmission problems when they occurred.

The Requirement

Dr. Feinberg knows the medical field is working to reduce the amount of paperwork associated with individual patient files. He was also looking for a way to reduce the amount of staff time and dollars it takes to process patient information, as well as, gathering and transmitting those multi-page evaluations to other parties who need to have access to that information. He needed a software product that would be reasonably priced, easy to install and would require minimal time to train his staff to use.

The Solution: Zetafax Duo

Zetafax Duo was the answer. It combines Zetafax fax software with Zetadocs PDF document automation and delivery software. Of the products researched, it was the most reliable, cost effective and easiest for staff to use. And the Zetafax support team proved to be a deciding factor in the decision to purchase Zetafax.

Dr. Steven Feinberg's medical office in Palo Alto, Calif., handles primarily Workers' Compensation evaluations. The small clinic, which is staffed by Dr. Feinberg, three fulltime assistants and one part-time assistant sees an average of 25-30 patients a week.

Dr. Feinberg's practice manager, Sarah Walker, says Zetafax Duo has freed up staff time for other activities. "It seems like we used to stand all day at either the copy machine or the fax machine. We do not do that anymore," she says. Zetafax Duo has eliminated the cost of paper and stamps and the time associated with copying, stuffing, weighing, stamping and mailing medical reports. It also keeps track of which faxes are transmitted successfully and which transmissions were incomplete.

Ms. Walker also notes that the capability to automatically merge multiple documents from different sources and deliver them by fax or as a PDF by email from Outlook is a wonderful feature. "We cannot legally email a patient file as a word document because of the possibility that it could be changed or altered. That is primarily why we were using the postal service. Now we can point and click on the patient information we need, attach the file and send it as a PDF, allowing us to be HIPPA compliant," she says.

Equisys produces software packages for document production and delivery, including the award winning Zetafax® network fax server and newly acclaimed Zetadocs® PDF software that creates and emails personalized PDF documents.

Our software products are designed for small and mid-market businesses, and for departmental use at multinational companies. They stand out from the competition by being simple to install and manage, reliable and great value - backed by outstanding service and support.

We have over 60,000 customers, in more than 100 countries, who are served through an international partner network of distributors, VARs, resellers and ISVs.

Our market leading fax server, Zetafax, speeds the flow of critical business documents by enabling users to send and receive faxes on their PCs. It integrates with ERP, CRM, accounting and other applications for automated faxing from those systems, providing auditable records of fax communications.

Zetadocs helps users work smarter by creating and emailing PDF documents, streamlining business processes to remove tedious manual procedures and help companies improve the service levels they offer.

Equisys was founded in 1987 and has offices in London, UK and Atlanta GA, USA.

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