



Genesis HealthCare

Automating outbound delivery within the document life cycle



Genesis HealthCare, one of the nation's largest long-term care and rehabilitation therapy providers, needed a solution to replace an aging fax server for outbound delivery of referral documents. Realizing that they needed more than a fax server, Genesis discovered a solution that would enable management of the entire document life cycle: Esker DeliveryWare.

Configuration

- Windows Server™ 2003
- Microsoft® Exchange

Challenge: Replace and review

Supporting outbound faxing processes for the placement of patients into Genesis skilled nursing centers and assisted living residences in 12 states, based upon the individual level of care required, Genesis HealthCare was using an aging fax server to send approximately 3,000 faxes a week through its call management system, which put considerable strain on the system. When a patient is referred to a Genesis facility, Genesis sends out a fax to two or three facilities to review for patient assessment. Timing is critical to the process.

Solution: Esker DeliveryWare

Genesis implemented Esker DeliveryWare with a failover cluster for faxing of referral letters from the Genesis tracking and referral management system. Initially, Esker DeliveryWare was implemented primarily as an outbound faxing solution within the Genesis call management system and for individual outbound faxing through Microsoft Exchange.

Combining individual users with the call management volume, Genesis sends approximately 5,000 outbound faxes a week through Esker DeliveryWare. "Delivering this information quickly is absolutely vital, and Esker has done a great job in supporting that," says Chad Welsh, Senior Systems Administrator at Genesis.

Benefits and future plans

By assembling required documentation, Esker DeliveryWare helps Genesis reduce accounts receivable time for Medicare reimbursement. "Now we have a single system that delivers the documentation we need to send to Medicare," says Dhammika

deSilva, Manager of Information Systems at Genesis. "And it's an automated process, so we're saving a lot of money."

Immediate future plans include inbound fax routing to individual mailboxes to replace as many fax machines as possible throughout the company. Genesis is also planning to have the initial paperwork for the referrals faxed into Esker DeliveryWare, using the image recognition capabilities of Esker DeliveryWare to pre-fill forms in many cases. In addition, automatic archiving will enable data to be entered into the call management system that does the outbound faxing.

According to Welsh, "This can do a lot for us. We eliminate the need for analog fax and the constantly getting up and going to check the fax machine. We'll also be replacing manual record keeping with online storage for verification and then input into the second system for delivery. It will make the whole process much faster, which helps us stay competitive."

deSilva adds, "One of the things that I really like about Esker DeliveryWare is that I'm finally able to control the full life cycle of a document. If I'm sending a document to be filled out or to sign off for authorization, I can put it into a database and insert controls so when it comes back in, I can verify that something has happened with it."

"We've only just begun to tap into the full potential of this solution," concludes deSilva. "A key ROI factor with Esker DeliveryWare is, if you look at how it integrates into your environment, you're really not adding software, you're leveraging your investment in core systems."

We looked at a variety of different options.
Esker DeliveryWare was the only solution
that came close to what we wanted to do.

Chad Welsh ■ Senior Systems Administrator,
Genesis HealthCare

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