

## NET SatisFAXtion Integrates with Online Applications at RxHope

Headquartered in New Jersey, RxHope, Inc. began as a grassroots effort of the Patient Assistance Managers of the PhRMA-member companies and has grown to become the leading Internet based patient assistance and sampling web portal in the pharmaceutical industry. With the help of NET SatisFAXtion, RxHope has revolutionized the process by which pharmaceutical companies and physicians communicate and transfer data to and from each other.



### Background

RxHope provides access to Patient Assistance Programs (PAP) which are designed to supply free or low cost prescriptions to qualifying patients. The company contracts directly with pharmaceutical organizations to provide these brand name medications to doctors for dispensation by offering an online application process for PAP's. This service is provided to physicians and patients free of charge.

Previously at RxHope, new patient assistance requests were handled manually with forms sent and received via US mail or fax. If sent by mail, application processing could take several weeks. Even if the time was reduced by using a fax machine, accidentally omitted information would cause delays as requests were sent back and forth until completion. In addition, received forms had to be manually sorted and entered into RxHope's system by staff members. Relying on fax machines and manual processes to get these requests filled proved to be a lengthy and inconvenient method.

### Challenge

In an effort to resolve these issues, RxHope took the hassle out of the sign-up process by providing an automated, online method. Online sign-up via their website provided instant access to the application, rather than waiting for it in the mail, and it also ensured that all fields in the forms would be filled out completely, eliminating the need to return applications with missing information. While this also freed RxHope employees of having to manually enter data, it was only part of the solution. In order for processing to begin, all forms require a signature and the only way to obtain a signature immediately is through fax.

Jeff Foster, RxHope's Chief Technology Officer, began to research fax solutions. "We wanted a product that would accommodate all of our needs while fitting within our budget." In testing the NET SatisFAXtion trialware, Foster found all the features that the company needed to bring full functionality to the online sign up process. "The trialware evaluation went off without a hitch. I knew after this that it would meet our requirements."

"Web automating the sign-up process and adding a fax option was great way to improve efficiency," said Foster. "Now physicians simply enter the required fields, choose the fax option and at once receive the form with all the information they inputted. All that is left to do is sign and return it to RxHope."

## Solution

Initially RxHope was using a 4 port system with 2 analog fax cards. As their needs changed they migrated to a T1 environment, allowing for flexibility and growth, and they currently are relying on a 12 port Enterprise Edition server.

“NET SatisFAXtion is so easy to use and the benefits have been numerous,” he commented. “Every outgoing fax has a unique ID number attached to it so that each one is linked to an account in our fax database. When we receive the signed forms from the physicians, we only have to scan that number and instantly it’s linked to their account. Also, incoming faxes are routed directly to the appropriate representative thanks to DID routing.”

In addition, several hundred times per month RxHope receives inquiries about the status of PAP requests. “Before NET SatisFAXtion, we had to put the caller on hold and walk over to the file cabinet each time, then look up the info and go back to the phone,” Foster explained. “Now anytime someone calls in with a tracking or auditing request, we can look it up instantly with the ID number.”

## Result

At RxHope, the human error factor has been eliminated in the application process and with NET SatisFAXtion they have greatly reduced the amount of time spent on application processing, manual data entry, and status requests. RXHope even uses NET SatisFAXtion to broadcast information to physicians about available prescription samples.

“Applications can now be quickly and securely processed in less than a day, as opposed to weeks, giving us a great advantage over our competitors and we are totally in-sync with our Florida warehouse. But the best thing about this is that we are able to archive all the orders we process through the ID number assigned to the fax,” said Foster. “NET SatisFAXtion has been absolutely, hands down, a worthwhile investment for our company. It has totally streamlined the way we do business”.

## How secure is your fax?

Security is always a concern when it comes to the healthcare industry. Network fax offers you a secure alternative to email. Unlike an email attachment, a fax document is an image file and maintains the integrity of the original copy.

With NET SatisFAXtion, you can transmit confidential documents right from your desktop or auto-route incoming faxes directly to secure email addresses, a network folder or to a database. You may even choose a “Cover Page” only option to further ensure confidential information is kept private.



**Deliver, manage, print and archive healthcare documents quickly, easily and securely.**