

# Providing the Right Level of Care for your Fax and E-mail Documents



## Problem:

To speed delivery and reduce costs, healthcare organizations are increasingly using fax and e-mail for document delivery. However, recent HIPAA regulations restrict the use of technologies that don't provide adequate protection for confidential patient information.

## Solution:

An intelligent messaging application that integrates with an organization's existing communications infrastructure to provide security and tracking for all confidential patient information.

The ability to quickly and easily access information is critical to the success of a patient-centric delivery model that will bring down costs and increase the quality of patient care. Even as healthcare organizations migrate to new document-exchange technologies that promise greater access, they must balance that access against the requirements of federal regulations aimed at protecting confidential patient information. The goal: to protect data without compromising access.

Genidocs™ and Genifax™ from Omtool are two highly effective software solutions for protecting the myriad ways healthcare organizations exchange documents.

### Omtool's secure e-document delivery solution: Genidocs

With Omtool's Genidocs solution, users can scan a hard-copy document using an HP LaserJet multifunction printer or HP Digital Sender and then send that document.

Or they can use the e-mail "Send Form" to transmit an electronic document. The application converts the document to either a PDF or Zip file, adds encryption, and then validates the recipient's identity before delivering the secured message. The recipient's identity must be confirmed before a password granting access and viewing rights can be issued. This ensures protection and provides a record of information transactions.

### Omtool's secure fax-delivery solution: Genifax

Omtool's Genifax is enterprise software that enables organizations to integrate fax capabilities into existing messaging, ERP, and multifunction systems. Genifax can be configured to only send faxes to pre-defined, secure fax designations. It can also restrict outbound faxing for unregistered users. Genifax provides complete control over the delivery of sensitive data so businesses comply with regulatory requirements.




Such hardcopy documents as lab reports and physician's notes can easily be converted to electronic format for quick transmission using an HP LaserJet multifunction printer or HP Digital Sender. For convenience, all outbound fax messages are encapsulated as TIFF file attachments inside standard e-mail messages.

#### Advantages of Genidocs:

- Ensures protection of confidential information by tracking and monitoring incoming and outgoing e-mail
- Eliminates courier and delivery service costs by using Internet and intranet channels
- Maximizes an organization's technology investment by integrating with existing HP LaserJet multifunction printers and HP digital senders
- Works with popular e-mail systems like Outlook, Notes, and GroupWise
- Provides security that is consistent with the demands of recent HIPAA regulations

#### Advantages of Genifax:

- Reduces communications costs — especially for international transmissions — by using Internet and intranet channels
- Speeds access to information by integrating faxing with e-mail at the inbox
- Simplifies message management by automating process-based fax delivery and management functions
- Maximizes an organization's technology investment by utilizing existing HP LaserJet multifunction printers and HP digital senders
- Saves time by enabling faxing from popular Microsoft® Windows® applications
- Provides security that is consistent with the demands of recent HIPAA regulations



#### Partnering with the Best to Provide the Best.

HP is the recognized global leader in imaging and printing solutions for business. Through partnerships with selected third-party providers, HP is able to offer healthcare organizations a wide range of innovative solutions designed around creating, sharing, tracking, and printing information that support both business and IT objectives.

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For more information on Omtool's healthcare solutions, visit: [www.omtool.com/solutions/healthcare.cfm](http://www.omtool.com/solutions/healthcare.cfm)

To contact Omtool Sales, call: 1-800-886-7845

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