



BioDerm Leverages the Cloud for Reliable Fax Communications with ETHERFAX

BioDerm is one of the nation's leading manufacturers of proprietary hydrocolloid products for urinary management, securement, infection control, and skin protection. To improve quality of life for patients both in hospitals and at home, BioDerm creates and distributes innovative healthcare products that reduce infection rates and provide comfort such as the Men's Liberty external catheter. Furthermore, BioDerm distributes durable medical equipment for specialty products for surgical dressings and VAD driveline exit site maintenance through Wound Care Resources. With more than 1,000 domestic hospitals, 180 VAD clinics, and over 40,000 direct consumers relying on BioDerm's products, being able to exchange patient data and insurance information fast and securely is critical to ensure a seamless flow of care.

Challenge

Every healthcare organization's biggest fear is an on-premise fax server crash. For BioDerm, any amount of downtime could affect business operations and impede the delivery of life-saving medical devices. When BioDerm's fax server failed in the middle of the day, thousands of business-critical documents including billing, insurance, and order tracking information were impacted.

To ensure business continuity and maintain control over any unforeseen complications in the future, BioDerm required a cloud-based fax solution that was fast, scalable, and highly available. Time was of the essence to find a digital fax service provider that offered superior customer service and reliability.

Solution

After evaluating several solutions, BioDerm chose to implement ETHERFAX's hybrid-cloud fax technology. Utilizing the ETHERFAX Remote Integration Service (ERIS), secure inbound faxing was integrated into BioDerm's applications within minutes. As a scalable solution that supports inbound and outbound processing via REST APIs, ERIS eliminated the heavy-lifting and common pain points associated with traditional fax server applications. ETHERFAX also easily integrated with BioDerm's SAP CRM system to optimize business processes.

Finding a reliable fax solution was mission-critical. Patient lives and our company's reputation were at stake.

MATT GEARY Director of Information Technology, BioDerm

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Leveraging the cloud, patented technology, and world-class data centers located in North America, Europe, and Asia, ETHERFAX ensures BioDerm's inbound faxing remains operational at all times. As an infrastructure-as-a-service platform with built-in redundancy, ETHERFAX can be easily configured to provide immediate failover of fax communications and maintain uptime even when existing telephony equipment fails. To protect sensitive information and patient data, the ETHERFAX Secure Exchange Network (SEN) provides advanced encryption and is HITRUST certified.

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Our server crash was actually a blessing in disguise. ETHERFAX was very responsive and had us back up and running in minutes. The implementation was quick, easy, and painless.

MATT GEARY Director of Information Technology, BioDerm

Results

Through the implementation of ETHERFAX, BioDerm has improved uptime, streamlined business processes, digitized workflows, and eliminated busy signals, allowing 10,000 faxes per month to be received fast and securely from hospitals, customers, and distribution partners. To ensure business continuity, ETHERFAX manages high-volume, peak overflow operations and protects fax communications from technical failures. Now, BioDerm never misses a fax.

In addition to reliable fax communications, ETHERFAX provides real-time service notifications and reports through a secure client portal. With access to actionable business data, BioDerm is able to monitor their growing healthcare physician funnel and make changes to staffing based on the number of incoming faxes they receive.

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I love that there's a dashboard to keep me up-to-date at all times, from maintenance notifications to connectivity. This gives us business intelligence that we never had before. The ability to add phone numbers at any time is also a big help. Most importantly, knowing that we will never miss a fax gives us peace of mind. ETHERFAX has just made life easier.

MATT GEARY Director of Information Technology, BioDerm



For more information, contact a sales team member at 877-384-9866 or SALES@ETHERFAX.NET >



Founded in 2009, ETHERFAX® provides an intelligent, software-defined network and suite of applications to facilitate the exchange of business-critical documents and information. ETHERFAX's patented technology is widely utilized across a broad range of industries. Leveraging the cloud, artificial intelligence, and data extraction technologies, ETHERFAX helps organizations save time, money, and resources by automating processes and workflows. ETHERFAX's encrypted data exchange solutions operate in a HIPAA and SOC 2® compliant environment that is both HITRUST CSF® and PCI DSS certified.