



# Lane and ETHERFAX Provide Innovative Document Exchange Solutions for Healthcare Organizations

*Lane has been recognized globally as a leader in secure messaging communications and fax integration across a wide range of industries since 1976. Lane aims to exceed expectations by applying robust and tailored solutions that yield tangible results for their clients. With a strong track record of implementing systems across 50 countries, Lane's team possesses extensive knowledge and experience in developing solutions from the largest financial institutions to healthcare companies, as well as other public and private enterprises.*

## Challenge

Businesses in nearly every industry are seeing a need to replace legacy network solutions, such as those that rely on expensive telephony equipment and the PSTN, due to data privacy concerns, technical failures, and rising costs.

Healthcare organizations in particular require a modern, secure, and reliable way to exchange patient data and business-critical documents. Unfortunately, many clinical care teams are still utilizing legacy systems and traditional fax machines to exchange protected health information (PHI), which often leads to inefficiencies, security risks, and even delayed treatment.

A digital, cloud-based solution is necessary to improve care coordination, accelerate healthcare communications, and increase security.

## Solution

In 2018, Lane and etherFAX partnered to provide organizations with a superior document exchange solution. As a patented Infrastructure-as-a-Service solution, the etherFAX Secure Exchange Network (SEN) offers a seamless transition from traditional network solutions, telephony equipment, and the PSTN.

By extending Lane's systems and applications to etherFAX's hybrid-cloud network, Lane's healthcare customers can securely send and receive PHI to millions of etherFAX's connected endpoints with guaranteed delivery. etherFAX's encrypted data exchange solutions operate in a HIPAA and SOC 2<sup>®</sup> compliant environment that is both HITRUST CSF<sup>®</sup> and PCI DSS certified.

In 2019, Lane expanded the deployment by integrating the etherFAX API into its applications that serve healthcare, finance, and enterprise customers. The etherFAX API, a web interface based on REST semantics, enables LANE to integrate fax and secure document delivery services into their applications



fast and efficiently. As a scalable and highly available service, the etherFAX API also allows LANE to exchange a high volume of faxes with ultra-fast transmission speeds.

Together, etherFAX and Lane have created a seamless transition process for organizations to easily set up and implement their new service while improving security protocols across their entire business network.

---

**We're proud to help healthcare organizations replace traditional faxing with etherFAX's innovative and digital secure document exchange solutions.**  
**LIZ MAYA** CEO, Lane

## Results

As a result of the partnership, Lane's healthcare customers can now quickly and securely exchange structured and unstructured data. This not only accelerates healthcare communications, but also improves productivity and care coordination processes. Further, as etherFAX maintains up-to-date compliance certifications, Lane's customers can efficiently meet the requirements set forth by HIPAA. Overall, etherFAX's integration with Lexmark has enabled Gibson Area Hospital and Health Services to improve reliability, streamline clinical workflows, and reduce costs.

Most recently, Lane became a certified reseller of the etherFAX Remote Integration Service (ERIS®). ERIS is a development tool that supports the processing of job files and is an alternative to using programming APIs. Additionally, ERIS provides support for email, Epic web services, and file drop.

---

**Within just two weeks of implementing Lane's Fax 2.0 solution, Henry Ford Health Systems cut their transmission speeds in half from an average of 61 seconds per fax transmitted to 30 seconds per fax transmitted.**



Fully scalable with a simplified configuration, ERIS eliminates the need for outdated and expensive on-site fax servers that are difficult to maintain, set up, configure, and operate. As a stand-alone and fully customizable solution, ERIS can replace many local enterprise fax functions for businesses.



“

Lane has always taken immense pride in our partnership with etherFAX, as it allows us to deliver superior messaging solutions with the support of the secure exchange network. As we continue to grow our partnership, enterprise organizations across a wide range of industries will benefit from some of the fastest, most secure document exchange solutions available today.

LIZ MAYA CEO, Lane

A medical lab based in Hawaii transformed its 83% fax failure rate into a **97% success rate** by replacing their traditional fax infrastructure with Lane and etherFAX's cloud-based technology.



For more information, contact a sales team member at 877-384-9866 or [SALES@ETHERFAX.NET](mailto: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.