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Case Study

Nationwide Therapy Network Cuts Costs and Centralizes Faxing with WestFax

WestFax enabled rapid deployment across 900+ clinics, streamlining clinical communication and eliminating fax server overhead.

The Customer

This national provider of physical therapy and rehabilitation services **operates nearly 900 clinics across the U.S.**, offering specialized care in outpatient therapy, workplace injury rehab, and home health. With explosive growth and expanding operations, the organization was actively transitioning its IT infrastructure to a modern, cloud-based stack centered on AWS.

Faxing remains mission-critical for clinical communication, payer documentation, and secure record transmission—but their aging infrastructure was no longer sustainable.

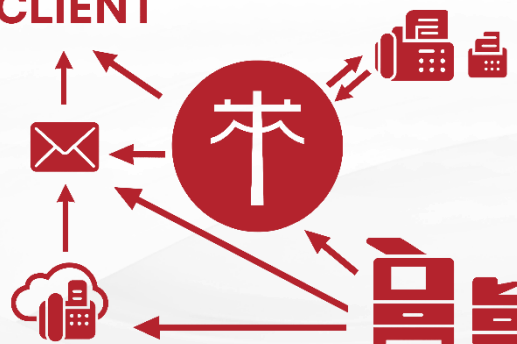
The Challenge

The organization faced multiple pain points across their legacy fax environment:

- **Rising costs** from maintaining hundreds of analog POTS lines
- **Hardware complexity**, including management of local fax servers and multifunction devices
- **No easy way to provision MFPs** for secure faxing without extensive manual setup
- **Risk of disruption** when porting hundreds of long-standing fax numbers
- **Inconsistent compliance** and documentation practices across locations

With a cloud-first mandate in place and a national network to support, the team needed a scalable, secure, and low-maintenance solution—fast.

CLIENT



The Search

After evaluating several fax service providers, the organization selected **WestFax Secure Digital Cloud Fax** for its healthcare focus, advanced integration capabilities, and hands-on implementation support. Key selection criteria included:

1. Proven track record with large healthcare organizations
2. Deep expertise in HIPAA-compliant fax transmission
3. Ability to build custom provisioning tools for MFP deployment
4. End-to-end support for number porting with zero downtime

Implementation Overview

The WestFax team worked side-by-side with internal IT to execute a phased rollout:

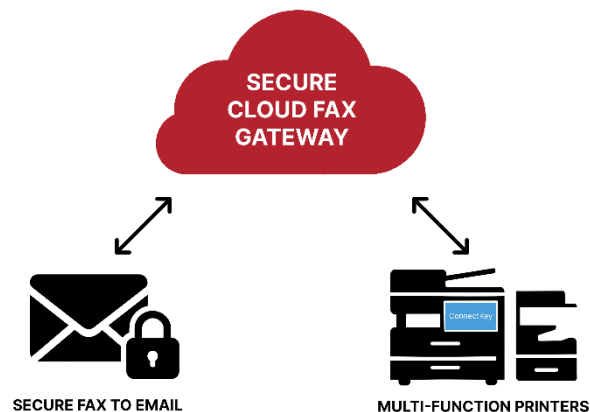
- Existing fax numbers were ported to the WestFax cloud platform, ensuring continuity with no service disruptions.
- A custom **Xerox ConnectKey** app was developed and deployed remotely across hundreds of MFPs, removing the need for on-site setup.
- Faxing capabilities were extended to **mobile and desktop environments** via secure email-to-fax workflows and WestFax's iOS/Android apps.
- Legacy systems were decommissioned and replaced with a centralized, **secure fax platform**.

The Results

The WestFax deployment has delivered measurable operational improvements across the organization:

- Manual provisioning of devices is no longer required—saving significant IT hours.
- Compliance concerns around fax transmission and access control have been mitigated.
- The team has fully eliminated analog line expenses and hardware maintenance.
- Secure faxing is now standardized across all locations—via MFP, email, or mobile.
- Staff can transmit patient documents faster and more reliably than ever before.

By modernizing their fax infrastructure, the provider has aligned with cloud-first initiatives while improving document handling, reducing costs, and enabling secure, compliant communication at scale.



About WestFax

WestFax is a HIPAA-compliant cloud fax provider trusted by healthcare organizations across the country. Built for highly regulated industries, WestFax delivers secure, scalable, and interoperable fax solutions that integrate seamlessly with EHRs, MFPs, and modern IT environments. From enterprise-grade API access to custom device apps and mobile solutions, WestFax helps organizations eliminate analog overhead and bring fax into the modern age.