



# Integrated Faxing and Intelligent Report Distribution



# Communication Director Platform

Communication Director provides centralized faxing and information exchange capabilities across the entire healthcare enterprise. It integrates with leading EHRs and can do as little or as much as you want! Inbound Fax Management and Electronic Desktop Faxing benefit all departments and users, while automated and intelligent report distribution ensures the right providers receive the right information at the right time. The best care possible starts with informed providers!

## Are You Challenged to Improve Information Exchange?

Forward Advantage listens to our customers and develops solutions designed to solve their unique challenges. If you answer “yes” to any of the questions, it might be time to take a closer look at all Communication Director can do!

- Are you looking to consolidate outreach communications to a single platform?
- Do you struggle to accommodate physicians with different information delivery preferences?
- Do you worry about physicians and staff texting unsecured PHI?
- Are you looking for ways to increase productivity and still maintain high physician satisfaction?

### HOW IT WORKS

#### Desktop Faxing for All End Users

An easy, electronic solution that eliminates the need to manually print and fax. With centralized faxing integration for clinical and back-office applications, there is no need to maintain multiple systems.

#### SmartRoute Technology Enables Intelligent, Automated Delivery

Let Communication Director do the work with SmartRoute intelligent routing. SmartRoute extracts key information from a report and automatically determines if, how and when the report should be delivered based on the unique requirements of your recipients. The system automatically delivers a large volume of reports and information with an accessible audit trail.





## Benefits of an Enterprise-wide Information Exchange Platform



### CONSOLIDATED COMMUNICATIONS

A wide-range of delivery options removes the need to maintain multiple systems to accommodate faxing, email, secure messaging, direct messaging and many other popular distribution methods.



### REAL-TIME ALERTS

Provide a high standard of patient care with real-time results and automated alerts that notify physicians of any critical elements in a report.



### ROLE-BASED ACCESS CONTROLS AND AUDITING

Administrators manage users, set access, permissions, security settings and audit delivery statuses.



### CROSS-DEPARTMENT INTEGRATION

Easily integrates with all departmental software for consolidation of faxing, report distribution and automated notifications to one platform.



### BROWSER-BASED

Intuitive and easy to navigate browser-based platform.



### STREAMLINE CLINICAL WORKFLOWS

Eliminate user intervention and streamline clinical workflows with SmartRoute technology that automatically determines the appropriate recipient and delivery preference.



### TAILORED FOR HEALTHCARE

Inherently built to accommodate HIPAA regulations and the unique information distribution needs of healthcare systems and professionals.



### 24/7 SERVICE SUPPORT

Expert technical support staff and a Customer Support Portal for online ticket management.



### FLEXIBILITY OF CLOUD-BASED FAX AND/OR TRADITIONAL FAX

Communication Director provides the flexibility of using traditional fax alone or in combination with cloud-based faxing via the CloudFax Connector. Developed as an API integration between Communication Director and a cloud fax service, the CloudFax Connector provides highly reliable cloud-based fax deliveries plus on-demand scalability without the need to add additional capacity.

# A Browser-Based Platform with Integrated Solutions

For more than twenty years, Forward Advantage has continued to expand Communication Director with new modules and technologies that are customizable to meet unique customer needs.



## SECURE TEXTING AND MESSAGING CONNECTORS

Deliver EHR-generated information to mobile devices securely and automatically.



## SMARTALERT

Avoid delivery delays with round-the-clock monitoring.



## EMAIL MODULE

Deliver reports to recipients via email.



## DESKTOPFAX MODULE

Extend faxing to any program that uses Windows® printing.



## DIRECT MODULE

Send information by Direct messaging standards.



## NETWORK PRINT MODULE

Delivers reports to network printers.



## FILE PICK-UP MODULE

Allows for automated distribution of files that contain images and/or graphics from systems such as Philips Xcelera, Fuji Synapse, SAP Business Intelligence and Elekta MOSAIQ Oncology.



## INBOUND FAX MANAGEMENT

Distribute incoming faxes to the correct recipients via Network Print, Email and File Transfer.



## CLOUDFAX CONNECTOR

Cloud-based fax transmissions with the flexibility to be used as the only fax delivery method or in combination with FoIP.



## FILE TRANSFER MODULE

Transmit report files across your network via File Transfer Protocol (FTP), secure FTP, or the network file copy mechanism.



Communication Director's built-in auditing has been an enormous benefit for us, because we can look at the system to show that a report was successfully delivered. It has really improved our accountability with our physician base."

- Erica Hoglen, Clinical Systems Analyst at Randolph Hospital



877.636.7927  
info@forwardadvantage.com



www.forwardadvantage.com  
7255 N. First Street, Suite 106, Fresno, CA 93720