



**“Our community trusts the service we provide. That’s important because we’re their first line of healthcare, we’re in their backyard, and the next closest service is 40 miles away. But does our community care what fax we use? No, and they shouldn’t. But we do because for better or worse, the healthcare system here still runs on fax, so we count on Kelley Create.”**

Jim Frey, Director of Technology, Arbor Health

Who would have thought that 1980s technology still runs our healthcare system? Granted, it’s 1980s technology spruced up to interface with the web while maintaining security and compliance, but still.

“The secure cloud fax is still the lynchpin of hospitals across the nation,” said Jim Frey, Director of Information Technology with Arbor Health. “The truth is, our entire healthcare system revolves around fax, even though there are more secure ways to distribute information.”

Interesting. And the government plays no small part when it comes to using technology that, well, nobody really uses anymore.

“The only way to communicate patient information to the Washington State Department of Health, well, it must come through on fax,” explained Mr. Frey. “But with Kelley Create running our secure cloud fax, I don’t worry.”

Good news for us and Arbor Health’s patients. But it’s worth mentioning our relationship with Mr. Frey and Arbor Health was born from a stressful situation. Well, really a disaster.

“We met Kelley Create because our previous digital fax provider failed miserably,” lamented Mr. Frey. “Ineffectual service, a spotty product, and it just failed, the wheels fell off, and we were backed into a corner.”

Why? Because healthcare providers must...use...fax. They can’t change the game, even in the face of an emergency (like fax service completely failing), even when it comes to the well-being of their patients.

“The other thing is, the failed fax service was embedded in our workflow,” described Mr. Frey. “So it wasn’t as simple as peeling it back. Lots of details, lots of potential disruption.”

This is why when we showed up, listened, then went to work without a lot of fanfare, Mr. Frey knew our partnership had limitless potential.

“We were looking for a fix that could happen now, immediate implementation,” said Mr. Frey. “So Kelley Create’s reaction was key. They showed interest in the problem, more interest in fixing the problem, and hooked up their secure cloud fax service for us within a few hours of our initial meeting. I had the first few fax numbers up a few minutes after that.”

That’s because when it comes to providing secure fax services to our healthcare partners, we treat the relationship the same way they treat their patients: with empathy, respect, and, when necessary, urgency. Because the job simply must get done, and there’s only one measurement that counts: just the fax.

“When everything failed with that other provider, the weight on our shoulders was unbearable. Kelley Create lifted that weight, said ‘we got this,’ took the time to listen, then quickly implemented the solution while treating us fairly, including pricing transparency, expectations, and all that. Now, I’m both confident and thankful I met Kelley Create,” concluded Mr. Frey.