

Call us toll-free  
877-627-8325

## Sales

[sales@fairfaximaging.com](mailto:sales@fairfaximaging.com)

### **Michael Minter**

VP Sales & Marketing  
(877) 627-8325 Ext. 103

### **William Merritts**

VP Government Sales  
(877) 627-8325 Ext. 121

### **Rich McLoughlin**

VP Commercial Sales  
(877) 627-8325 Ext. 126

### **Vaughn Sells**

VP Commercial Sales  
(877) 627-8325 Ext. 380

## Support Services

[helpdesk@fairfaximaging.com](mailto:helpdesk@fairfaximaging.com)

### **Robert Castello**

Director of Support Services  
(877) 627-8325 Ext. 366

## Fairfax Imaging Provides the "Right Source" for Humana!

*After a false start in automating its subscription mail-order operations, Humana found the right solution with Fairfax Imaging.*

Several years ago, Humana complemented their insurance offering with prescription fulfillment. The initial service offering started with a brick and mortar supplier. But, Humana wanted to gain efficiencies in mail order processing, improve customer service, and reduce fulfillment time and cost-to-fill.

### **First System Failed**

After a lengthy design and implementation process, the first system Humana employed failed to meet Humana's performance expectations. Operator training was unnecessarily long and productivity was much lower than anticipated. Allocating staff to volumes was difficult due to the different skill training requirements of each of the processing modules.

Realizing that increased volume growth and planned business expansion were in jeopardy, Humana made the bold recommendation to replace the system.

### **Fairfax Imaging - Flexible, Better**

Humana researched and verified Fairfax's knowledge and working understanding of mail, pharmacy, and fulfillment operations. Fairfax was selected and a replacement system went live in the fall of 2010.

RightSourceRX was not a huge operation and had not been in existence long

enough to become set into fixed processing routines. Together, Humana and Fairfax shared design ideas and made changes to the workflow. As Tony Keller, VP of RightSource Operations, explained, "When you are not set into a pattern, it is much easier to adapt and change. We are preparing for the day when we are of a size where change becomes more difficult. So, the flexibility of the Fairfax system is a key ingredient for us."

### **Processing Efficiency Increases by 50%**

The Fairfax system has allowed Humana to meet its productivity and staffing objectives. The efficient layout of the work queues, the employment of OCR and ICR technology, combined with greater data entry accuracy has allowed Humana to gain control of its staffing requirements and expense. During the first month of implementation, Humana experienced an increased processing efficiency of 50%.

The handling of the workday was simplified by Fairfax's automatic form and data recognition and the system's ability to automatically assign work to the proper queues. The handling of exceptions, especially split payments, became more efficient, and reduced staffing demands.

## ROI On Target

Humana's volumes have been doubling for quite some time. Daily order volumes are averaging 15,000. This year, Humana will process over 10 million prescriptions. In the JD Powers survey of mail-order pharmacies, Humana ranked third for the second year in a row.

"We will be using Fairfax to make over other operations in Humana. We are discovering new opportunities for improvement, efficiency and business opportunities all the time now that we have a system that is flexible and fully featured," stated Tony Keller.

The Fairfax solution went live in the fall of 2010 and has already delivered the productivity level that was expected for the project. The Fairfax system delivered a Return On Investment in less than a year. This is especially noteworthy because the ROI calculation included the development cost and replacement of the previous system.

Two intangibles are extremely important to Humana - quality and timeliness. Humana places emphasis on quality first, knowing that high quality will lead to efficiency. As Tony Keller states, "In dealing with prescriptions, we are dealing with people's lives. Quality is extremely important."

Fairfax Imaging, Inc. is proud of its achievement at Humana and looks forward to many more years of serving customers of RightSourceRx.

## "Cloud" For Fairfax Customers Under Development

Fairfax Imaging is pleased to announce that development of a central "cloud" information transfer service for our customers is underway.

It is important that a secure transmission of Fairfax software updates, release notes, documentation, etc. takes place when the need arises. Produced in the best interest of our customers, this cloud site will be maintained by Fairfax and will perform in a standardized way for all. This method replaces our previous delivery means (FTP upload/download, e-mail messages, etc.) Customers will be assigned an Account Name, Access Key and Security Key when the time comes. As testing continues, we will keep you informed on this exciting program!

## Fairfax Imaging, Inc. has moved!

**Due to growing business, it has become necessary to expand our staff and as a result, seek a larger work space. Fairfax Imaging, Inc. moved its corporate offices to a new, larger facility in May. Our new address is:**

Fairfax Imaging, Inc.  
5125 W. Laurel Street, Suite 110  
Tampa, FL 33607-1758

Our phone numbers remain the same.  
Main Office: 877-627-8325 or  
(703) 802-1220  
Fax: (813) 881-1600



### FTA Technology Conference and Exhibition 2011

The 2011 Technology Conference and Exhibition provides a forum for states to share their Best Practices and to learn from their peers. The program includes a mix of general sessions and concurrent sessions covering a wide variety of tax administration technology topics, and the exhibit hall is the best place to become acquainted with the technologies that can help you get the job done better, faster, cheaper, more accurately and more securely.

We look forward to seeing you at this year's FTA Conference!  
We'll be in Booth 205!



FTA TECHNOLOGY CONFERENCE AND EXHIBITION  
DENVER, AUGUST 14 - 17, 2011

