



CUSTOMER STORY

Trading Outsourced Fax Processing for Luma's AI at Rockbridge Area Health Center

📍 LEXINGTON, VA 🏥 FQHC



3,000+
faxes processed
each month

50%
faster fax
processing

1
third-party staffing
agency eliminated

THE PROBLEM

A people-dependent workflow that couldn't scale

At Rockbridge Area Health Center in rural Virginia, older patients need to be seen for multiple labs or providers in a single day. That means a high volume of complex faxes, and RAHC relied on outsourced manual labor to process them.

"We had a good experience with our fax processing vendor, but the challenge was scalability," said Brian Pins, Associate Director of Operations at RAHC. "Every time someone new came on board, there was a learning curve and we were essentially paying for them to train. We needed it to become an automated process front to back."



Luma's promise is long-term sustainability. We're able to cut costs, and the AI continues to become more efficient over time."

Brian Pins
Associate Director of Operations



THE SOLUTION

Fewer staffing costs and long-term sustainability with AI

Rockbridge implemented Luma's Fax Transform to automate the review and routing of incoming faxes with AI.

Just one month after go-live, Rockbridge had already automated faxes for labs, ER reports, specialist consult notes, refill requests, and care considerations.

Average fax processing time fell by 55%, while manual fax processing time was reduced by 50%. The early success of the implementation has given Rockbridge the confidence to begin transitioning away from its third-party fax processing vendor in favor of AI automation.

HOW IT WORKS

- 1 Faxes are received and classified automatically
- 2 Fax Transform parses the document and identifies the appropriate workflow
- 3 Staff and providers receive the information they need to take next steps
- 4 Teams gain visibility into fax status and follow-up

OUTCOMES

Get their results

 Eliminate “procedural drift” HOW-TO: “Faxes were getting unnecessary rounds of review,” said Pins. “Now the right person sees them right away.”	 Less dependence on staffing HOW-TO: Automating even a portion of your faxes reduces the manual burden on staff.
 Avoid vendor sprawl HOW-TO: “Instead of swapping our agency for a new vendor, we chose a longtime partner,” said Pins.	 More sustainable costs HOW-TO: Evaluate the full cost of manual processes, not just vendor fees.

See how Luma enables more patient care and expands staff capacity without hiring.

→ Learn more at lumahealth.io