

A dark blue background featuring a stethoscope and a faint ECG (heart rate) line. The stethoscope is positioned diagonally across the frame, with its chest piece in the lower right and its tubing extending towards the upper left. The ECG line is a light gray, semi-transparent graphic that runs horizontally across the middle of the image.

How a Leading Academic Health System Transformed Its Fax Infrastructure with Cloudli

Case Study

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Understanding the Client

In the heart of the Northeast, a leading not-for-profit health system affiliated with a prestigious academic medical institution stands as a beacon of clinical excellence, innovation, and education. With six hospitals, a wide network of specialty and ambulatory centers, and over 150 physician practices spanning multiple US states, this system delivers highly coordinated care to a vast and diverse population.

Ranking among the top five largest not for profit hospitals in the United States, it employs more than 35,000 staff, including nationally recognized physicians, nurses, and faculty. The organization balances its commitment to cutting-edge research with the day-to-day demands of delivering urgent, life-saving care.

Though many assume digital transformation has made faxing obsolete, for this healthcare network, it remains critical. Thousands of documents—including lab results, diagnostic referrals, and patient records—move through their system daily, many of them via fax. With over 1,700 multifunction printers (MFPs) spread across campuses, and an industry-leading fax server integrated into their industry-leading EMR, faxing was deeply embedded into their workflows.

Yet, despite this reliance, the system faced a growing problem: their existing telecom infrastructure was buckling under pressure. Inconsistent fax transmissions plagued their operations with a failure rate that was unacceptable for any business, let alone one handling critical patient information.



Identifying the Challenge

As the IT team investigated, they uncovered deeper structural issues. Their legacy analog gateways, particularly on receiving lines, were among the worst offenders—frequently dropping faxes or garbling transmissions. Many of their offices still relied on outdated POTS lines, and efforts to migrate those to digital were proving complex and slow.

The consequences extended beyond technical inconvenience. Users and physicians who weren't users on the organization's internal system weren't receiving lab results. Referrals for imaging were being lost. Critical health updates weren't arriving in time or came through illegible. For patients, that meant delays in care. For providers, it was a growing source of frustration.

Faxing, once a background process, had become a frontline concern.



Defining the Solution

Looking to overhaul this critical piece of their infrastructure, the organization turned to Cloudli's T.38 encrypted fax SIP trunks solution. From day one, the results spoke for themselves.

Within a week of implementation, the team saw their failure rates begin to drop. After two months, the organization's outbound and inbound failure rates decreased by over 30%. And when a batch of inbound numbers was migrated to Cloudli's system, the results were staggering: failure rates plummeted to near zero within just two weeks. Fast-track to present day, the organization's failure rate remains stable at near 0%.

The scale of operations remains impressive—approximately 2.3 million pages each month, with over 1 million outbound and close to 1 million inbound. As more departments transition to digital, those numbers continue to grow.

One of the most powerful advantages? Cloudli's ability to integrate seamlessly into the system's existing EMR and fax server architecture. End users noticed no changes to their workflow. Faxes were sent and received as usual—but with a vital difference: they worked. Behind the scenes, Cloudli replaced unreliable SIP trunks and provided a cloud-native telecom backbone.



Each fax sent now logs a detailed success or failure report in the EMR, giving fax senders visibility to track transmission reliability and troubleshoot, if necessary.

The migration itself was impressively efficient. In a single afternoon, Cloudli's fax solution was turned up and transmissions were being processed immediately. Deployment was expertly led by Cloudli's fax specialists, who partnered closely with the hospital's internal IT team to align the solution with industry-leading fax server best practices and successfully resolve persistent issues related to the organization's previous carrier.

Measuring the Results



Cloudli's solution quickly demonstrated measurable value. With dramatically improved transmission success, faxes were delivered on the first attempt—reducing the need for retries and cutting down on usage inefficiencies. The result was a more streamlined, cost-effective operation that supported clinical needs without compromise.

Beyond financial impact, the real ROI came in performance:

- Faxes now transmit reliably and quickly, with a notable reduction in overall transmission time thanks to the elimination of repeated retries caused by failed faxes.
- Recipients no longer report receiving multiple copies of incomplete transmissions, improving communication efficiency and satisfaction.
- Staff spend less time troubleshooting, freeing them to focus on higher-value tasks.
- Patients receive timely care, with no gaps in communication.
- The IT team can confidently scale without fear of legacy system failures.

More departments continue to convert MFPs and POTS lines to Cloudli-supported fax server deployments, further centralizing and modernizing their operations.

Takeaways & Lessons Learned

For the hospital's IT leaders, the move to Cloudli was more than just a technology upgrade—it was a strategic shift in how they think about communications infrastructure.

Gone are the days of juggling vendors and troubleshooting failures across campuses. With Cloudli, they have a single point of contact and a resilient, cloud-based solution that simply works.

"Having one vendor that understands our environment and just makes it work has been a game-changer. We're no longer chasing issues—we're focusing on care."



Why Cloudli?

For any large health system facing reliability challenges in their fax infrastructure, Cloudli offers a secure, scalable, and modern alternative. With HIPAA-compliant encrypted transmissions, seamless EMR integration, and a cloud-first design, Cloudli ensures that healthcare teams can stay focused on what matters most—patient care.





About Cloudli Communications

Cloudli Communications is a business communications solution provider where customers come first and partners thrive. We deliver cloud communications, IP Fax, Alerts and other business communications solutions to customers across the U.S. and Canada. With a rich legacy that spans decades, our success is built on four key pillars: simple, flexible, reliable, and hands-on. Customers of all types, industries and sizes can benefit from Cloudli's solutions through its North American partner network. To learn more about Cloudli, visit www.cloudli.com, or find us on LinkedIn, X, Facebook and Instagram.

Cloudli Communications is owned by CPS Capital, a Toronto-based private equity firm.

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