



Kno2™

| Goodbye fax, hello Kno2



FAXING

It's a staple of today's typical healthcare workplace alongside coffee pots and colorful scrubs. It's also proof that some 50 years after its debut in the American office, fax technology still works. Works pretty hard, too. Just like you.

But let's be honest, fax technology is old technology. And since it loudly announced its arrival on the scene a half-century ago – both before and after each and every transmission – it hasn't really changed or evolved that much.

Sure, there have been some changes. With an electronic fax system at your disposal, on-site or in the cloud, you can now retrieve a fax transmission via your email inbox, and send it from your desktop, eliminating a costly and confusing paper trail. But even with efax, your clinical workflow can remain inefficient and when you print only to scan back into another system, audit trail is lost. In the rapidly-shifting, ever-evolving world of technology, a fax-based workflow isn't just slowing you down. It's holding you back.

You've probably been reminded of fax's limitations once or twice. Maybe when a paper jam causes you to lose information on patients – as well as your own patience. Or possibly when you go to retrieve your fax and realize someone has walked off with it, most likely by mistake, but it's still gone. Or maybe it's just the lack of speed with which documents are exchanged via faxing. Most of us can relate to standing there in front of a machine or waiting for it to be sent from your desktop. Either way, it's slow.

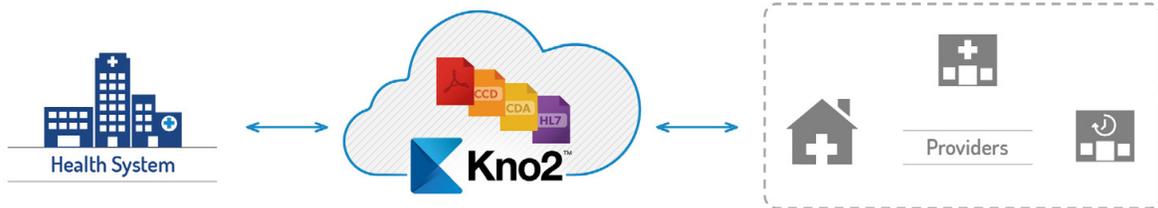
YOU MIGHT NOT LOVE FAXING. BUT YOU ACCEPT IT

Despite its age and long list of limitations and annoyances, fax technology and fax machines have stood the test of time. They've hung around and become just another part of the process in your organization. This is especially true in the world of healthcare, where it has been the staple of communicating everything from a prescription to a complete patient file and everything in between.

There's a reason for fax's long lifespan. Several reasons, actually. But chief among them is one very valid reason: There has never really been a viable alternative. Until now.

INTRODUCING KNO2

With the debut of Kno2, your organization and office personnel now have an alternative. And it's an alternative that's not only viable, but vibrant and available now!



Option 1: Kno2 + Existing Scanner

Combined with your organization's existing scanner, Kno2 is the first completely viable fax alternative. Simply scan to a network directory or digital file, where Kno2 can quickly and efficiently access the information, import it and send it on as a Direct Message or combine it with other electronic information and then send it on. For organizations with limited technology budgets or few if any IT resources, this is a fast, easy and low cost way to start using Kno2 and stop using that decades old fax technology for exchanging vital healthcare information.

Direct Message: A simple, secure, standards-based way for providers to send "structured" health information directly to known, trusted recipients over the Internet.

Option 2: Kno2 + Konica Minolta MFPs/Kodak Alaris Scanners

This is where Kno2 really delivers efficiency! Organizations with existing Konica Minolta multifunction printers (MFPs) or Kodak Alaris scanners, or plans for new ones, can now be Direct-enabled by Kno2™ as well as Surescripts-validated. This means you can capture your documents, create a Direct Message and send the information on its way right from the device.

- **Direct-enabled** means your devices are using the latest standards for exchanging patient information so you get maximum compatibility and security for patient information.
- **Surescripts-validated** means this vital information is being exchanged over a national network of linked healthcare professionals that is state of the art and growing more connected every day.

SUPERIOR SECURITY IS GOAL – AND REASON – NUMBER ONE

There are many reasons to say goodbye to your fax and hello to Kno2. A primary reason is to achieve the industry-wide goal of superior security.

In a 2012 study of more than 1,000 office workers, security firm GFI Software analyzed the dynamics of inter-office fax usage. Among many concerning findings, they discovered:

- 49% of respondents had read a private fax intended for someone else
- 50% of respondents had never even thought about paper fax security
- 72% of companies still use traditional paper fax (over e-faxing)

With Kno2, all of these issues go away immediately.

MORE REASONS TO SWITCH...

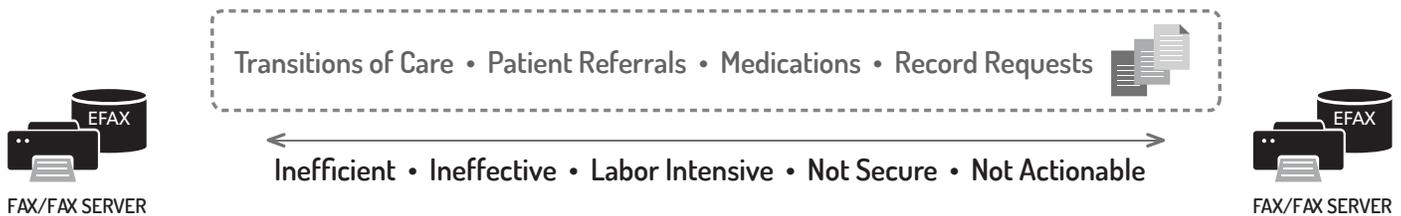
Superior security is just one of the reasons to make the move from fax to affordable, easy-to-use, cloud-based Kno2 today. Kno2 can structure any documents captured by the device so they are completely interoperable... unlike what comes out of a fax machine. When receiving documents, Kno2 will convert the incoming files to whatever the receiver needs, eliminating the need for the sender to make any changes to formats or workflow. Here's a quick look at some other good reasons:

- **Replace fax workflow:** Enable Direct Message workflow on the device instantly.
- **"Send Anywhere" functionality (for receivers without Direct Message receive capability):** Kno2 enables the device to send a secure email link with access to a PDF document or a structured file.
- **Lower Costs:** Whether you are incurring phone line charges yourself or paying an e-fax provider to do the sending and receiving, it can cost you dearly to maintain these methods. With Kno2 there is no cost for send and receive, it is simply embedded into the application.
- **Faster Transmission:** When compared to today's standards and expectations for transmission speed, the speed by which each fax page is sent is severely slow. Using the Surescripts network, document transmission speeds will be expedited at the speed of the Internet.
- **No More Paper Trail:** Faxes mean paper. And paper means waste. Not only does paper cost money, but heavy usage comes at great expense to our environment. Paper can also be easily lost, misplaced or mistakenly thrown away. Not to mention viewed by anyone who gets their hands on it. Kno2 lets you shred your paper trail. Without an actual shredder.
- **Get With The EMR Program:** Typically a fax arrives (via paper or email), "flat" and "unstructured," with no "intelligence" underlying it. Kno2 offers a variety of output options and formats – making EMR integration easier and more intelligent.

WE'RE READY FOR THE FUTURE. NOW.
ARE YOU?

HEALTHCARE INTEROPERABILITY, IMPROVED

These are just some of the many reasons to make the switch to affordable, easily implemented, cloud-based Kno2 today.



Our revolutionary and game-changing technology is faster, sleeker, smarter, safer and infinitely more secure than that 50-year-old technology you may or may not rely upon. And perhaps best of all, its intelligent and intuitive design makes it every bit as easy to use – if not even easier.



With Kno2, change doesn't have to be difficult or slow. And you can save you and your entire organization time, space, money, worry and confusion. Starting right away.

Make your move into a bold new healthcare future right now. Introduce your organization to Kno2.

Get started inofile.com