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**...IT MAX Group provided all the systems, software and IT support we need to operate and grow. I now have just one vendor to turn to and a predictable monthly bill I can live with!**”



Jeff Butler  
 President  
 FLU\*Ease, Inc

## FLU\*Ease, Inc

For several years now, FLU\*Ease has been providing on-site vaccination services to companies and walk-in customers nationwide. Founded with a mission of promoting public health and built on the principles of competitive pricing, guaranteed service and a professional, caring customer experience, FLU\*Ease is growing by leaps and bounds. The company’s new airport program has expanded from just a few locations in 2008 to over 30 kiosks in the 2009 flu season— and is projected to at least triple that number next year.

### The Need to Gear Up for Growth

FLU\*Ease’s airport program lets travelers get vaccinated on the spot while they wait for boarding or during the inevitable dead time when changing planes. Customers can simply walk up to a FLU\*Ease kiosk, sign a consent form, provide payment or a Medicare card and get their flu shot in a matter of minutes.

During the flu season of 2008, the service was in great demand, with over 35,000 people getting vaccinated at the company’s several locations. Although FLU\*Ease founder Jeff Butler was happy to see the success of his new offering, he also realized that he needed to spend more time on the back-end systems and processes to ensure that the company could handle the future growth.

The company’s current sales and payment process worked, but had several opportunities for improvement:

- The point-of-sale system was largely manual. Each FLU\*Ease kiosk had a wireless credit card terminal, but the payment amount had to be entered manually, resulting in errors when nurses were rushed during peak times. The receipts were issued by hand, which was time-consuming and could present challenges when customers submitted these receipts to their insurance companies for reimbursement.
- Although FLU\*Ease took Medicare cards as payment, the Medicare number was also written down by hand. If the clerk made a mistake or the number was illegible, the company couldn’t submit the claim to Medicare for payment — resulting in over \$20,000 in losses in 2008.
- Finally, FLU\*Ease had no visibility or reporting capabilities on the more granular aspects of its operations. There was no easy way to access information on peak times, sales by location or payment method, or other specifics.

To add to these system limitations, FLU\*Ease had to overcome infrastructure issues like wireless connectivity at airports, the lack of AC power at its kiosks and the lack of helpdesk support for point-of-sale systems that it now had in place. Butler knew that overcoming these obstacles was the key to profitability as the airport program entered 2009.

## PROJECT OVERVIEW

- **Developed a custom point-of-sale system to include payment processing, scanning and transactional analytics**
- **Provided help-desk IT support for every kiosk under the flat-fee IT MAX Support service**

## BENEFITS

- **Increased staff productivity and minimized losses from data entry errors**
- **Provided detailed reporting capabilities for workforce planning and transactional analytics**
- **Minimized downtime with remote flat-fee IT and application support**

## IT MAX Group Delivers a Complete Solution

As a Chicago-based company, FLU\*Ease has heard of IT MAX Group as the premier provider of IT services and support to small businesses in the area — so they brought the team in to brainstorm on the potential solution.

Having designed point-of-sale systems for many companies in the past, IT MAX Group knew the technology well. This gave both parties the opportunity to spend more time on the workflow and business logic of the software to make sure it was easy to use and aligned well with FLU\*Ease's data capture and reporting needs.

In a few short months, the team developed an innovative system that included payment processing, integrated scanning for Medicare cards and consent forms, and automatic delivery of receipts to customers' email addresses. The easy, wizard-style approach to every transaction minimized training requirements for nurses and paramedics, ensuring that new staff could be added quickly and start work in a matter of hours.

IT MAX Group solved the physical infrastructure and connectivity problems by using its business partner network to deliver each respective component. The team worked with IBM to configure a fleet of notebook computers in a

way that minimized power consumption. As a result, the point-of-sale system could go for over 14 hours on a single battery charge, scanners and credit card terminals included. IMG turned to Boingo to provide WiFi connectivity at each of FLU\*Ease's location at a low monthly rate.

Finally, IMG established monthly flat-fee IT MAX Support agreements for each of the company's locations to make sure that any computer troubles could be instantly taken care of.

## Benefits

Armed with the new end-to-end solution, FLU\*Ease is ready for the many successful years ahead. Its new point-of-sale system increases staff productivity and eliminates data entry errors that previously cost time and money to reconcile. The system's reporting capabilities provide management with useful insights into operations and help drive decisions on staffing, marketing and new business expansion.

Most importantly, FLU\*Ease can now grow knowing exactly what its growth will cost from an IT and systems perspective. By combining brand new, reliable software with flat-fee support services from a reliable partner, the management team can budget and plan with confidence.



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## About IT MAX Group

In business for over 10 years, ITMAX Group provides IT support and services to small businesses in Chicagoland. We have helped many companies like yours to stabilize IT budgets, increase productivity and eliminate technology headaches. Spend your time doing what you do best — and let us do the same for your business.