

Building a benchmark print centre for University Health Systems of Eastern Carolina.



“We have a great working relationship. People here are really happy with the quality and service they’re getting from Xerox.”

– Diane Waters
Purchasing Manager
Pitt County Memorial Hospital

Background

University Health Systems of Eastern Carolina is a regional health system serving 29 counties and 1.3 million people in eastern North Carolina. The fast-growing organisation—which is a longtime VHA member—includes seven hospitals, including Pitt County Memorial Hospital, the renowned teaching hospital for East Carolina University’s Brody School of Medicine.

The Challenge

In 1999, Xerox was selected by Pitt County Memorial Hospital to manage its print centre after previously providing some limited services. The operation improved significantly. But when the hospital launched its enterprise-wide quality improvement program, Journey to Excellence, in 2007, we began working closely with the client to find new ways to improve its print centre to meet its changing needs.

In particular, we focused on the following challenges:

- The hospital wasn’t taking full advantage of a print-on-demand approach to document management. As a result, it was spending too much on warehousing pre-printed documents. It also ran into problems with version control and document obsolescence.
- The organisation still relied on costly, outside printing for many marketing, training and educational documents.
- The manual process for job submissions that required employees to fax, email or hand-deliver print orders to the print shop was time-consuming and inefficient.
- Other hospitals in the system weren’t using the in-house print centre to improve quality and reduce their costs.
- In general, the hospital wanted to expand the capabilities of its print centre while reducing overall costs.

After reviewing our plan for improvements and service enhancements, the hospital’s senior leaders decided to expand their strategic partnership with the document management experts from Xerox.

Enhancing document services. Driving down costs.

The Solution

We worked closely with our clients and our partners at VHA to develop a world-class print centre at Pitt County Memorial Hospital that would support dramatic improvements in the hospital's overall approach to document management.

We brought in Xerox experts in Lean Six Sigma to streamline the workflow and optimise the efficiency of the entire print production process. In addition to converting key people from the hospital's print shop, we added an expert, full-time, on-site print centre manager to our highly skilled team.

We standardised and upgraded the print centre's technology platform to provide the outstanding full-colour output and new finishing capabilities needed for high-quality marketing documents.

We implemented our Xerox® Hosted FreeFlow® Web Services web portal so hospital and health system employees could customise, order, proof, submit and track their print jobs online.

We helped end users switch from a reliance on large offset print runs to an efficient digital print-on-demand approach for forms and other critical documents.

We made sure the hospital took full advantage of the latest best practices developed at other Xerox-managed print centres serving healthcare organisations across the country.

Through a collaborative, proactive approach, we developed an in-depth understanding of the document management needs of the marketing department, Forms Committee and other groups so we could help them achieve their goals. We became the hospital's "trusted advisor," managing its forms, graphic design and print production.

The Results

With help from Pitt County Memorial Hospital and VHA, we established a benchmark, commercial-caliber print centre ready to support other hospitals in University Health System's growing network.

We dramatically improved efficiency, quality and job completion accuracy at the print centre. By utilising PCMH's own print centre instead of outside vendors, turnaround times improved from weeks to just days.

We reduced the need for costly outside print production services by providing the high-quality colour and finishing capabilities required for demanding marketing projects.

We helped busy hospital employees save valuable time by letting them customise, order, proof and track their print jobs online, thanks to the efficiency of the web ordering portal.

We helped the Forms Committee manage version control and the entire forms' lifecycle by maintaining up-to-date, easy-to-complete digital forms templates online.

Together with its HealthSpan electronic forms system, we helped the hospital reduce the inventory of pre-printed forms and documents by approximately 75%.

We used our expertise in document design to help PCMH reduce costs and environmental waste by taking full advantage of our digital print-on-demand capabilities.

We also increased the number of marketing, training and educational projects handled at the in-house print centre by developing a trusted consulting relationship with the marketing department and other groups.

The bottom line? We improved the quality of the print centre's services and expanded the hospital's overall document management capabilities while reducing overall costs over \$220,000 from the prior year.

Case Study Snapshot

The Challenge

- Improve document management services while decreasing overall costs
- Improve quality and turnaround times
- Expand internal print production capabilities
- Automate time-consuming work processes for end users
- Reduce warehousing costs and inventories of pre-printed forms
- Reduce document obsolescence and waste, and maintain regulatory compliance

The Solution

- Lean Six Sigma workflow assessment
- Full-time, on-site print centre management, plus graphic design, forms, production, finishing and courier services
- New digital colour and finishing technology
- Xerox® Hosted FreeFlow Web Services for secure job submissions, customisation, proofing and tracking
- Print-on-demand for forms and other documents

The Results

- Improved quality, efficiency and turnaround times
- Over \$220,000 cost savings from prior year
- Streamlined, more accurate process for employees to manage their print jobs
- Automated forms lifecycle management and improved regulatory compliance
- Dramatic reduction in inventories of printed forms and documents
- Elimination of document obsolescence
- "Greener" document practices
- A dramatic reduction in costly outside printing, finishing and fulfilment

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For more information on how we help leading healthcare organisations, visit www.xerox.co.uk/services.

