

Methodist Healthcare System improves its printing services with Xerox.

Outsourcing saves millions per year and helps sharpen its focus on patient care.



“Xerox is helping us sharpen our focus on patient care so we can maintain our market leadership and differentiate our brand.”

– Geoffrey Crabtree
Senior Vice President
Methodist Healthcare System

Background

Methodist Healthcare System is the largest provider of healthcare in San Antonio and South Texas. It operates 19 healthcare facilities, including eight acute care hospitals. And it has a well-earned reputation for outstanding patient care. In fact, Methodist Healthcare was recognized in 2010 by *Forbes* magazine.

The Challenge

Like other organizations in the industry, however, Methodist Healthcare has to contend with intense economic challenges and frequent regulatory changes that have a major impact on daily operations. In addition, competition is increasing for market share.

To address these challenges, the organization is constantly looking for ways to operate more efficiently so it can keep improving the patient experience and the quality of clinical care. That’s why its leadership team has taken a progressive approach to outsourcing services that are not directly related to its core mission.

Take printing, for example. Methodist Healthcare prints millions of pages of documentation every year to support everything from patient education and clinical forms to development, corporate communications, community awareness, branding and marketing. But since printing is not a healthcare provider’s core competency, senior leaders decided to outsource the management and operation of the in-house Print Center. So they requested proposals from leading companies in the document management field.

The goals were clear. They wanted to find a strategic partner with the experience, expertise and technological capabilities to help Methodist Healthcare reduce costs, operate more efficiently and communicate more effectively to all of its stakeholders.

After a careful review of the proposals, Methodist Healthcare selected Xerox to manage its print operations. “We chose Xerox because they knew more about managing the printing process than anyone else we interviewed,” said Geoffrey Crabtree, Senior Vice President. “And over all the many years we have worked together, we have remained strong partners.”

Improving document services. Enhancing the patient experience.

The Solution

We worked closely with our clients to develop an in-depth understanding of their needs in the rapidly changing healthcare industry. Then, we conducted a rigorous, data-driven evaluation of their printing operations.

Based on this assessment, we developed a proposal to engineer dramatic improvements in cost, efficiency, quality and speed. We then quickly took action to turn the client's in-house Print Center into a benchmark operation.

- We streamlined work processes and helped the organization implement a fast, efficient, online job submission process.
- We upgraded the technology with our state-of-the-art Xerox® iGen3® Digital Production Press. This technology supported the organization's transition to an enterprise-wide Print on Demand strategy and established the fundamental capabilities for one-to-one marketing and EMR-related bar coding.
- We added a graphic designer to help us design forms and other documents for on-demand printing and give Methodist Healthcare more control over its brand.

We integrated our 10-person staff into the organization's operations to better understand its mission, industry, issues and needs. In fact, our on-site manager attends weekly staff meetings with the senior leadership team.

The Print Center—which is located right next to the Marketing department—now handles more than 75 new jobs every day and produces more than 27 million impressions each year for marketing, development, clinical forms used daily for patient care, patient education, community outreach and corporate communications.

The Results

Managing printing across Methodist Healthcare's network of hospitals can be complex, and outsourced printing costs can vary by type of job. However, Return on Investment analyses have confirmed that the efficiency of our enterprise Print on Demand services approach is helping Methodist realize millions in cost avoidance per year.

We virtually eliminated the need to store large pre-printed quantities of documents, which reduces waste and conserves valuable real estate.

Our improvements took days out of the average turnaround times for print jobs. Employees can now easily submit work to the Print Center right from their PCs.

With our in-depth knowledge of the client's industry and organization, we are able to take proactive steps to improve compliance with HIPAA requirements and other regulatory changes that affect printed communications and eForms.

In continually looking for improvement opportunities, we are now working closely with the client to develop targeted one-to-one marketing communications for affinity groups designed to promote wellness. "We effectively communicate to more people that are well," said Crabtree, "so when they need healthcare, Methodist Healthcare is already top of mind."

It's all part of our effort to help Methodist Healthcare System invest more time, energy and resources into its core competency—providing outstanding care to people in San Antonio and South Texas.

Case Study Snapshot

The Challenge

- Managing a non-core operation
- Relentless need for cost reduction
- Improve turnaround times
- Costly, pre-printed inventories prone to obsolescence
- Outdated printing technology

The Solution

- A rigorous evaluation of the printing operation
- Comprehensive, outsourced management of the Print Center
- State-of-the-art technology for Print on Demand, one-to-one marketing and EMR bar coding
- Professional design services
- Online job submissions
- eForms
- Complete integration into the client's Marketing department

The Results

- Millions in annual cost avoidance
- Faster turnaround times
- Improved compliance using clinical forms produced just-in-time
- Improved marketing, development, education and communication capabilities
- A long-term strategic partnership committed to continuous improvement
- Sharper focus on the priority of patient care

About Xerox Services. Xerox Corporation is a world leader in business process, information technology and document outsourcing services. Our unique combination of industry expertise and global delivery capabilities helps you reduce costs, streamline operational processes and grow revenue while clearing the way for you to focus on what you do best: your real business.

For more information on how we help leading healthcare organizations, visit www.xerox.com/healthcare or call 1-800-ASK-XEROX.

