



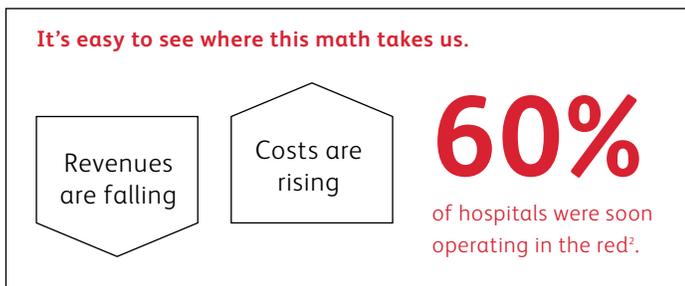
## Can an Inkjet Investment Deliver the Savings You Need During and After a Pandemic?

Controlling Costs While Adding Value.

# New Cost Reduction Mandate Requires a New Approach

The 2020 coronavirus pandemic ripped through many healthcare institutions like a hurricane, putting non-essential treatments on hold while abruptly shifting the focus to controlling Covid.

**The rapid response came at a high cost. Hospitals lost \$60 billion a month in early 2020 from postponed elective procedures<sup>1</sup>.** Afraid of contagion, patients avoided healthcare facilities, resulting in revenue drops in emergency room cases (23 percent), outpatient visits (22 percent), hospital admissions (8 percent), and patient billings (6.6 percent)<sup>2</sup>. And fighting the pandemic introduced new costs. Treatments for patients hospitalized with the coronavirus cost an average \$30,000<sup>3</sup>, ranging to as much as \$88,000<sup>4</sup>.



For healthcare in-plants, controlling costs has always been critical. The pandemic meant the in-plant's cost structure would once again go under the microscope. While going paperless may seem like a simple way to dramatically cut costs, the reality is far different. Electronic health records (EHR) systems that attempt to do this currently are the source of 60 percent of hospital printing which, for a 1,500-bed hospital, averages 96 million pages annually.

## PRINT REMAINS ESSENTIAL

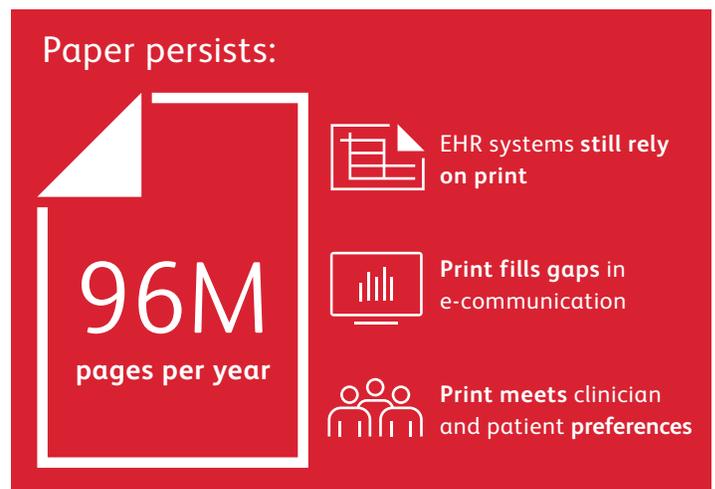
Why so much paper? One reason is that it fills gaps left by electronic systems. That can mean paper ordering and reporting for ancillary services in labs, imaging, and pharmacies not comprehended by EHR and mailing to the 19 million Americans—14.5 million of them in rural areas—who lack access to suitably fixed broadband service<sup>5</sup>. Some hospital departments still organize their work around paper charts, and many clinicians and patients prefer paper, particularly elderly patients who are most at risk for coronavirus complications.

If paper is necessary, can't printing be outsourced? Yes, but security requirements for billing systems and complying with HIPPA regulations make many healthcare institutions wary of adding a third party to the mix.

Often the result of this exercise is that healthcare in-plants bear the burden of delivering on the cost savings mandate with their existing outdated equipment and antiquated workflows. As volumes go up, shortcomings are exposed making it clear: this is not a path to dramatic savings.

“Using color printing to enhance workflow and the patient experience can increase efficiency and improve care across the healthcare industry.”

– Print Time



1. <https://www.washingtonpost.com/outlook/2020/08/04/covid-19-has-exposed-flaws-how-we-finance-hospitals/>

2. <https://www.yahoo.com/news/report-covid-19-historic-impact-134500139.html>

3. <https://www.cnbc.com/2020/04/09/heres-what-you-need-to-know-about-coronavirus-treatment-costs.html>

4. <https://www.aha.org/guidesreports/2020-05-05-hospitals-and-health-systems-face-unprecedented-financial-pressures-due>

5. <https://thehill.com/policy/technology/244579-fcc-report-19-million-lack-broadband-internet>



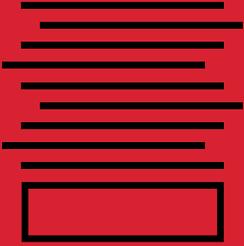
**End-to-end single vendor design**

**Onboard more work to your in-plant with stunning simplicity**

**Outstanding media flexibility with HF Ink**

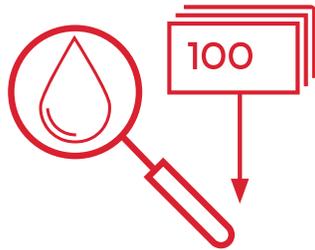
**Breakthrough print heads=superior image quality**

**Innovative AI, automation, and roll-feed capability**



**LEADERSHIP INKONOMICS**

It's counterintuitive to think that the once-in-a-hundred-years pandemic-induced mandate for dramatic cost savings could be best met by investing in a new inkjet press. But with the Xerox® Baltoro™ HF Inkjet Press, we make a good case not only for achieving the dramatic cost savings you seek, but also for adding the kind of innovation, flexibility, and value that will make your in-plant a relevant contributor—and possibly even a revenue generator—for years to come.



Baltoro sets two significant benchmarks in its class: the best inkonomics (lowest total cost of ownership), offering the market's best promise for delivering on your savings mandate, and smallest footprint, ensuring it will fit in your shop. But those aren't the only sweet spots it hits. Baltoro delivers high capacity (up to 6 million pages per month) and high productivity (up to 300 impressions per minute) with efficient, reliable, highly automated operations to meet tightening SLAs. These include new Automated Intelligence features that automate key maintenance and image-quality steps to maximize reliability and reduce costs.

Baltoro is also versatile to handle all of the applications in your shop at the image quality level you require (up to true 1200 by 1200 dots per inch), enabling you to consolidate your equipment and save on lease costs. Installation is straightforward with simple onboarding and migration processes, and green-button operations. And Baltoro is scalable, so your system grows with you, giving you investment protection. For example, our new Color Accelerator module enables more applications and opportunity through an expanded media range and higher image quality on stocks like coated gloss cover.

With so much in its favor, Baltoro's industry leadership has been widely recognized with a number of awards, including the prestigious 2020 InterTech Technology Award for bringing truly disruptive innovation to the market.

*“Nine in 10 consumers agreed that the quality of printed materials is an indication of the quality of service provided by a business.”*

– FedEx Office survey<sup>6</sup>

**BRINGING NEW VALUE TO THE SHOP**

Dramatically reducing production costs is a key benefit Baltoro will bring to your shop. But it doesn't end there, for this system also will provide many opportunities to introduce new value to your offerings.

You'll be able to apply color cost-effectively to a broad range of formerly black-only applications to improve visual appeal and better focus read attention. Increased understanding can accelerate bill payments and reduce queries to the call center, saving money and enhancing post-visit care.

6. <https://newsroom.fedex.com/newsroom/fedex-office-survey-reveals-enduring-preference-for-printed-materials-in-todays-increasingly-digital-environment/>

## Xerox® Baltoro™ Inkjet Press Healthcare White Paper

### **Baltoro can also consolidate many of the efforts and costs involved in traditional forms overprinting workflows.**

It functions as a “white paper-in factory,” producing full-color transactional communications in a single pass, eliminating offset pre-printing and the associated cost of warehousing. Moreover, your new process enables personalization anywhere on the page. Timely and relevant personalized messages and offers can be incorporated into your bills and statements, saving on the cost of printing and inserting offer sheets, while potentially generating new revenue.

An end-to-end Baltoro solution also automates production for orders placed on the Web or queued in the shop. Open workflow systems, such as Xerox FreeFlow Core and XMPie, integrate seamlessly with Baltoro and digital presses from Xerox and other companies. They help you to optimize your use of labor, reduce errors, and boost your productivity while applying Baltoro’s cost-effective color and personalization to a range of applications, such as multi-media campaigns orchestrated to use both paper and digital media. Among the possibilities: running campaigns that promote specialties like sports medicine, giving your shop a new role as a revenue generator.

“The fastest growing print segment is digital (and)...inkjet is the real growth engine for digital printing. The value of inkjet output is predicted to grow from \$77.3 billion to \$118.3 billion...(between 2019 and 2024), making it the fastest growing of any print process by value.”

– Paul Ewing, Smithers Pira



Find out how the Xerox® Baltoro™ HF Inkjet Press can bring affordable value to your healthcare in-plant.

**Visit [xerox.com/baltoroHF](https://xerox.com/baltoroHF)** or talk to your sales rep.

### **MAKE NOW WORK WITH BALTORO**

Achieving the dramatic savings mandated by the pandemic requires performing your work in new ways. Adopting such new approaches can also help you deliver value that improves your relevance to your organization and the flexibility to adapt rapidly to change whether induced by pandemic emergencies or more routine business shifts. In these times, you need to operate at peak efficiency, and peak productivity, to do significantly more with significantly less cost.

### **Baltoro can play a lead role in getting you there.**

