Are you ready to provide high quality, affordable care and a great experience for 32 million new patients?

The value of seeing what’s ahead in healthcare is in being ready for it.

The Affordable Care Act, new HIPAA rules, the federal debt crisis and escalating costs are driving providers to new business models that deliver value: quality care for costs incurred.

In just six years, an additional 32 million people in the U.S. will have healthcare coverage due to mandates, expanded eligibility under Medicaid, or insurance exchanges. That’s 10 percent of the population.

The story for hospitals like yours is affected by some startling facts.

More patients mean more care, which means more costs.¹

IT and administrative costs are poised to rise 4.5% in 2013 due to the Affordable Care Act.

$1.5 Million
$1.5 million penalty per HIPAA provision violation.²

Turn the page to learn how healthcare organizations are tackling an uncertain future with confidence.

One logical outcome of our nation’s healthcare system growth is more paper-based documents and electronic records. Does your strategy account for this surge in documents? Do you have the technology, processes and IT resources to manage the content explosion? EMR systems can’t solve all the problems.

There are several strategies to help your healthcare organization meet these challenges.

- **Improve margins without impacting patient care:**
  - Achieve economies of scale through mergers and acquisitions.
  - Optimize and consolidate technology across hospital campuses, nursing homes and physician’s offices.
  - Focus your IT talent on high value services and solutions.
  - Outsource noncore IT services.

- **Deploy a disciplined approach to performance management:**
  - Gain visibility and assess current costs across the enterprise.
  - Use analytics to make better, more informed decisions.
  - Identify and use ongoing metrics to sustain change and manage costs.

- **Use technology to simplify how work gets done:**
  - Automate and standardize business processes.
  - Migrate paper to digital while integrating into current IT systems.
  - Enhance governance and improve service levels.

- **Implement tougher privacy and security controls:**
  - Develop policies and solutions that address the New Omnibus HIPAA Final Rule, which has increased penalties and requires system-wide data encryption.
  - Demonstrate a working compliance program, look for gaps so audits are successful.
  - Minimize breach and penalties while safeguarding patients’ personal information.

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4 American Hospital Association. 5 Client Assessment Study. 6 USA Today.
Our three-stage approach increases efficiency and productivity in your healthcare system.

This goes beyond managing printers. It’s a strategy to manage your information demands, so you can print less and print for less.

Assess and Optimize

Through a comprehensive assessment of your document-related assets (printers and other devices) as well as your costs, you gain visibility of your current state. Then we optimize your technology and resources to keep IT administrative costs down.

• Bringing transparency to your business
  We identify asset locations, utilization of devices, color usage, age and cost per device. Then we use data analytics to make specific recommendations for optimization and consolidation of devices throughout your hospital system.

• Going beyond walk-up output devices.
  Optimization includes your hospital’s print shops, mail services, externally vended print, as well as forms management. Production print facilities frequently print wellness training, consumer education and patient instructions. Rein in your costs by knowing where and what you print.

Secure and Integrate

Move your hospital from the current printing environment to your ideal future state. Start by connecting your devices to your IT environment in a secure and compliant way, using a phased approach to make the transition smooth.

• Ensuring security of PHI
  Securing all your network print devices with a multilayer approach, including technology and services to enhance authentication encryption and virus protection means you get improved HIPAA compliance, reduced risk of fines and greater security of patient information.

• Enabling a mobile workforce
  In the hospital, at home or on the road, mobile devices make it possible for doctors to access and update medical records and even print whenever and wherever they need to, enabling timeliness and responsiveness to patients and staff.

Automate and Simplify

Automation simplifies your everyday business processes and clinical environments by removing paper-based, manual tasks and creating stronger connections to your ECM and EMR systems. As patient volumes grow and staff workloads increase, it’s imperative to develop smart workflows capable of capturing, routing, storing and retrieving documents. Then you can communicate clearly with your patients both at the bedside and beyond.

• Improving document-intensive workflows
  State-of-the-art multifunction devices act as a secure digital on-ramp, allowing your team to scan documents and integrate information into EMR systems with just a few pushes of a button. Prescription ordering within many hospitals is error-prone and time-consuming for clinical staff. Digitizing paper and simplifying processes can enable clinical staff to spend more time with patients and increase pharmacy productivity.

• Extending your marketing communications
  Improving personalized communications to patients can improve understanding, reduce costly follow-up calls, heighten perceived value of services and reduce readmittance rates. Leveraging marketing analytics and patient data to deliver customized high value marketing content will increase readership and response rates. All of which will ultimately enable your hospital or system to become the provider of choice.
32 million new patients are coming. Make sure you’re ready.

The next generation of Xerox Managed Print Services helps healthcare providers focus on productivity and patients.

Industry-leading analytics drive cost savings.

Our healthcare experts use Lean Six Sigma methodologies to holistically view your document needs, examining clinics, doctors’ offices, outpatient facilities, clinical environments, administrative offices, print shops as well as outsourced print.

We use our award-winning data analytics tools, such as CompleteView® Pro, to create a baseline of current spend and design solutions to reduce costs up to 30 percent.

State-of-the-art security protects patient records.

Xerox® multifunction devices offer the highest level of security in the industry. By partnering with Cisco and McAfee security solutions we are able to deliver multilayered protection that seamlessly integrates with your current infrastructure. All personal health information (PHI) is protected by the Advanced Encryption Standard, the highest level of security available and the same method used by the U.S. government.

Whitelisting technology further simplifies security by only allowing a specific, defined list of software applications to run on your multifunction device, automatically rejecting and reporting malicious code. And finally, user authentication via network credentials, including card authentication, ensures that only authorized personnel access the device.

Automated processes simplify work for everyone.

Xerox will help you evolve beyond print by transforming documents to digital and integrating with ECM and EMR systems at the point of occurrence, enabling medical documentation to be scanned, indexed and synced with patient data so clinicians see real-time updates. We can also help improve clinical and back-office processes and workflows, including admission process, patient discharge, pharmacy ordering and one-button patient accounting workflows.

Healthcare Experts with Experience in Execution

At Xerox, we’ve helped more than 1,200 healthcare organizations retool, revamp and develop an enterprise print strategy that addresses their healthcare-specific requirements. Our award-winning technology coupled with our comprehensive array of unique healthcare services puts us in the perfect position to help you reach your goals.

But don’t just take our word for it. Industry analysts place Xerox in their “Leader’s Quadrant” for excellence in execution, adoption, service delivery and continuous improvement.

Learn more about the next generation of Xerox® Managed Print Services. Contact your Xerox representative or visit Xerox.com/MPS today.