

“What keeps me up at night are the changes in the current healthcare model due to healthcare reform. Quality and reimbursement are at its core. So we have to find new and unique ways to cut down on expenses and continually increase the quality of care.”

–Geoffrey Crabtree, *Senior Vice President,*
Methodist Healthcare System



Our Challenge

“Our environment is extremely competitive and always changing, especially with the unknowns of healthcare reform. We need to continually find ways to trim ancillary expenses and prepare ourselves for what’s ahead. At the same time, we have to uphold our commitment to “Methodist Excellence” and provide the highest levels of quality care for our patients.”

Our Solution

Methodist adopted an in-house print center managed by Xerox employees who provide print on demand and graphic design services. Within the center, there are newly installed Xerox® iGen® digital presses, allowing Methodist to produce millions of high quality documents and forms with extremely high efficiency.

Our Results

- Annual cost savings of approximately \$2 million
- Greater operational and financial efficiencies to help address healthcare reform
- Faster turnaround for millions of documents, including 2 million monthly impressions
- Working to reduce readmission rate through higher quality patient education materials
- Improved compliance through clinical forms produced just in time (zero inventory)
- Enhanced branding, marketing, development, education and communication
- Freed staff to focus more on providing excellent care to patients

“Times change. Service lines change. Physicians change. Staff changes. At any given time, we could need a change to a brochure or collateral piece. When that happens, there are no worries.”

—Palmira Arellano, *Vice President Methodist Marketing and PR*,
Methodist Healthcare System



Meeting the Challenges of Healthcare Reform

Staying ahead of the game when the rules are being written isn't easy. Yet that's what Methodist Healthcare System of San Antonio is doing while facing the unknowns of healthcare reform.

Methodist, the region's largest healthcare provider, is preparing for upcoming regulatory changes by reducing ancillary expenses and implementing new process flexibilities. At the same time, they're continuing to deliver high quality patient care—with a partner who is fully committed to “Methodist Excellence”: Xerox.

Channeling Print Savings into Patient Care

“It's what we do at the bedside that makes the difference,” explains Geoffrey Crabtree, Methodist Senior Vice President. “Not just physicians at the bedside, but nurses, too. In this changing environment, appropriate nurse-to-patient ratios are very important. It's all about a full complement of clinical providers that promotes innovation at the bedside.”

This commitment, called “Methodist Excellence,” is personified by over 8,000 employees across nine hospitals and 17 health-related facilities. Maintaining the commitment is a challenge due to never-ending changes and continual cost increases.

“About 60 percent of our reimbursement comes from the government,” says Crabtree, “so we've got to find ways of cutting down expenses that don't relate to the clinical delivery of care. Our relationship with Xerox is an example of that.”

“We save about 2 million dollars per year,” adds Palmira Arellano, Vice President of Methodist Marketing and Public Relations.

About Xerox. Since the invention of Xerography 75 years ago, the people of Xerox have helped businesses simplify the way work gets done. Today, we are the global leader in business process and document management, helping people be more efficient so they can focus on their real business. Headquartered in Norwalk, Conn., United States, more than 140,000 Xerox employees serve clients in 160 countries, providing business services, printing equipment and software for commercial and government organizations.

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“That money goes back into staffing, into patient care, into more nurses at the bedside. And that's what we're all about—quality care.”

Lowering Readmissions with Higher Quality Materials

Methodist's print center is managed by a Xerox team whose services include graphic design and print on demand. As a result, Methodist's patient materials now communicate information more clearly, incorporate color illustrations and provide the most current information.

“One of the metrics of the Affordable Care Act is the readmission rate,” Arellano offers. “That means developing more manuals, brochures and fact sheets to educate patients about what to do when they get home and hopefully keep them out of the hospital and healthy.”

“We want to make sure that when we give patients information about their aftercare, it's sophisticated and has a production value that mimics the organization it represents,” Crabtree says.

“Xerox understands the value of this. They think the way we do.”

Adapting to Change in Real Time

Methodist's Xerox® iGen® digital presses produce millions of clinical and business documents each year, including 2 million monthly forms that require constant updating.

“With that kind of demand, you need to do the best you can,” Crabtree says, “but we're not in the printing business. So we rely on Xerox to make sure the value is there, because who better understands the technology of printing?”

Arellano agrees: “At any given time, we could need a change to a brochure or collateral pieces.”

“It just makes more sense from a financial and efficiency point of view to have an in-house print center.”

Living the Methodist Mission

The print center's Xerox employees attend Methodist education sessions, wear Methodist name badges and, in Crabtree's words, “live the mission, vision and values of this organization.”

“When we think about the value of our partnerships, and the way we integrate them into the organization, our Xerox relationship is the benchmark.”

“It's important for our partners to understand our culture so they can live it. And when they live it, they can continue to improve upon it to help us move through the many challenges that lie ahead.”



Ready For Real Business