After more than a decade, a major hospital system still counts on Xerox to optimize printing across its enterprise.

Background
Located in the Southwest U.S., this hospital and medical center is a not-for-profit hospital with over 700 beds that provides a wide range of health, social and support services, with special advocacy for the poor and underserved. It’s a highly accredited and nationally recognized center with a variety of specialties. The hospital is part of a 40+ member hospital system in Arizona, California and Nevada.

The Challenge
For over a decade, Xerox has provided the services and technologies to handle key document-related functions for the hospital as outsourced services. These have included management of the hospital’s production center and service for all on-site equipment, plus a move to print-on-demand document production, with initial yearly savings of more than $500,000.

And the cost of document production was the early focus. But as time went on, it became apparent that the real challenge was to find additional savings beyond the cost of equipment itself. After all, a printer isn’t cheaper if no one is using it, so utilization rates moved into the spotlight.

In addition, new legal requirements related to the use of health information and patient privacy have reinforced the importance of making the right document-production purchases and adhering to specific processes. According to the Health Information Technology for Economic and Clinical Health (HITECH) Act, hospitals and their vendors are required to notify patients within 60 days if patient data is breached—or risk steep fines.

Once again, the hospital turned to the Xerox team for help with meeting the daily demands of staff, patients and regulators, in addition to the ongoing need to cut costs.

The Solution
Xerox was already helping this hospital through a managed services contract when it renewed in early 2006. We conducted an Office Productivity Assessment, which allowed us to optimize equipment in-house and streamline document processes, saving the hospital another $300,000 each year on equipment and services.

“Based on service, quality and cost, outside printing vendors just couldn’t compete with what we’re able to do with Xerox.”

– Director
Materials Management
Major Southwestern U.S.
Hospital System
Increasing utilization and uptime.  
Driving down overall costs.

Through the installation of Xerox® multifunction devices with secure print and other features, the hospital increased device utilization overall while safeguarding documents related to patient privacy. The right processes are essential to comply with ongoing Health Insurance Portability and Accountability Act (HIPAA) regulations and to avoid fines related to the new HITECH regulations going into effect.

In late 2006, we also added a Xerox® iGen3® Digital Production Press to the hospital’s production center to meet growing demands for marketing-related documents and brochures—and reduce the associated costs. The iGen3 printer brought offset-like quality to the hospital’s on-site print center at a substantially lower cost than what could be provided by outside vendors. The quality proved to be so impressive that print services were later offered to its other sister hospitals.

Our document outsourcing solutions now include all of these value-added components:

• Asset management and device optimization, increasing overall utilization, cutting costs and ensuring the safekeeping of patient information in a wide variety of documents
• DocuCare services, enabling device uptime of 99% and allowing clinicians and their staff to focus on patient care
• Print-on-demand services, including 4-color, to produce more materials in house, save on printing and storage costs, and eliminate forms obsolescence
• Web-based forms management, providing streamlined ordering, tracking and reporting capabilities
• Mail services for shipping/receiving and courier services to multiple off-site locations

The Results
Through continuous teamwork between Xerox and the hospital’s management, it has achieved remarkable results in every document-related area. Not only are multifunction devices changing the way staff work—the devices’ secure print and other features are also helping the hospital protect patient information.

In addition, our client is:

• Saving more than $300,000 on equipment and services each year, with device uptime at 99%.
• Producing high-quality marketing materials for over half the sister hospitals, with annual savings of more than $250,000 on color and marketing-related materials.
• Driving additional savings in the hospital’s copy center—another 13% reduction in its cost-per-copy rate since 2007—through aggregation across all of the 40+ hospitals.
• Cutting costs by 30% through the hospital’s Web-based forms-management program, by eliminating forms obsolescence.
• Focusing on core patient services through the time savings made possible by document services managed by the Xerox team.
• Enjoying exceptional customer satisfaction, with the hospital giving Xerox services its highest customer satisfaction ratings every year since 2005.

Case Study Snapshot

The Challenge
• Too many individual, specialized devices on hospital PC networks
• New government-mandated regulations regarding patient privacy
• Rising demand for additional full-color marketing materials
• Reliance on outside 4-color printing and finishing vendors
• Continuous need to contain and cut costs throughout the hospital

The Solution
• Xerox® Office Productivity Assessment to optimize device fleet
• DocuCare services providing on-site support
• Shared, feature-rich multifunction devices with secure print
• Xerox® iGen3 Digital Production Press for in-house, 4-color print-on-demand
• Web-based forms management teamwork and services

The Results
• Savings of over $300,000/year, with 99% device uptime
• Compliance with HIPAA and upcoming HITECH regulations
• High-quality full-color marketing materials produced onsite, with savings of more than $250,000/year
• Savings of 30% on forms and elimination of forms obsolescence
• Reduced costs overall for 40+ sister hospitals

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 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 companies, visit www.xerox.com/healthcare or call 1-800-ASK-XEROX.