CHW/St. Joseph’s Hospital and Medical Center

“We’re very, very demanding and we have high expectations. Xerox accepts that responsibility.”

Lark Bearden, Director of Resource Integration, CHW Arizona

The Challenge:
- Lower costs and improve efficiencies of document-related services.
- Enhance customer satisfaction through better service.
- Increase productivity in all departments.

The Solution:
- Establish in-house Print-on-Demand service managed by Xerox.
- Install advanced technology for storage and production of needed documents.
- Introduce Web-based forms ordering system with tracking and reporting capabilities.

The Results:
- Create annualized cost savings exceeding $500,000.
- Added speed, simplicity and accounting ease via Web-based forms management.
Client Profile

St. Joseph’s is a 526-bed acute-care hospital that forms the core of CHW Arizona, a Phoenix-based integrated health care delivery system that also includes the Barrow Neurological Institute, extensive home-care services and a network of family health centers. A guiding principle at CHW Arizona is to constantly enhance “customer satisfiers”—offerings that improve the patient’s experience or that help employees do their jobs better.

The Challenge

“We want to cut costs, but even more important to us is customer satisfaction,” says Lark Bearden, CHW Arizona’s Director of Resource Integration. “That customer can be a patient, a staff member or a board member. We want to give them better service, so the departments can raise their own productivity.”

As the senior executive in charge of supply-chain management, telecommunications and mailroom operations, Bearden is not a particular advocate of outsourcing. Customer focus, she says, is easier to promise than to deliver. But with Xerox, the results are compelling—including annualized cost savings exceeding $500,000.

As an outsourcing provider, Xerox supplies the people, processes and technologies to take over key document-related functions for its customers. At CHW Arizona, a staff of 11 Xerox employees provides a range of services, from repairing walk-up copiers to designing forms. The relationship began with St. Joseph’s move to print-on-demand document production.

“It’s all done electronically, and that’s really slick. Once it got out that people had the option to order on the Web, it went like wildfire. It’s fast, it’s easy and people just love it.”

Lark Bearden, Director of Resource Integration, CHW Arizona
"With Xerox, we have a single source to communicate with that knows everything about us. I can’t emphasize enough how valuable that is."

Lark Bearden, Director of Resource Integration, CHW Arizona

The Solution

Print-on-demand: the advanced-services foundation.

St. Joseph’s recently reviewed its in-house offset copy shop and realized the equipment was old and unable to satisfy increasing demand. CHW Arizona is a technologically sophisticated organization, employing state-of-the-art medical equipment and information systems. When Xerox presented its print-on-demand vision, executives immediately saw the advantages.

“From a supply-chain management perspective, we don’t have to have tons of forms on the shelf that go out of date,” Bearden explains. “We can change forms and be more flexible in how we use them.”

The print-on-demand service is provided through a Xerox Document Source production facility located in the hospital. Here, documents stored on DigiPath® software are printed on high-speed Xerox printers, then drilled, padded, laminated and bound as needed. The staff includes production and delivery people, and a graphic artist who designs or modifies forms on the spot for CHW Arizona customers.

Web-based forms ordering: speed, simplicity, savings.

Like many organizations, CHW Arizona at one time used a slow and laborious document ordering system. Someone requesting a printed piece—anything from letterhead to forms, manuals to medical records—would have to fill out a paper form, send it through interoffice mail and perhaps wait weeks for the order to arrive. Costs were high and difficult to track.

Web-based forms ordering changes all that. When a user logs on, a series of prompts asks what documents are needed, how many, delivered where. The system then projects a delivery date and gives contact information if faster action is needed. Meanwhile, the system is tracking costs for the user and for monthly reports to hospital administration.

From the end user’s perspective, the Web ordering system provides speed, simplicity and accounting ease. But its benefits also extend behind the scenes. The Web-based forms ordering system also is smart. It knows how CHW Arizona documents are produced and it routes orders to the proper facility.

The Results

Up in the Labor and Delivery ward of St. Joseph’s Hospital and Medical Center in Phoenix, Arizona, a new mother poses with her baby for a digital photo. Before she goes home, she’ll have ready-to-send birth announcements that it once took weeks to prepare. Meanwhile, workers throughout the health care system are using digital technology to order forms through a Web-based system that simplifies procedures, speeds turnaround and slashes costs. These are just two of the multiple applications through which Xerox is delivering new value at CHW Arizona.

The Document Source facility, which handles 1.5 million impressions a month, not only improves document processes—it also enables CHW Arizona to reduce its reliance on costly outside vendors.

“One of the big things Xerox offers is that they are able to work with our marketing department,” Bearden says. “Marketing, historically, has gone outside and paid a lot of money for brochures and different types of presentation materials. Now Xerox can do probably 60 percent of that in-house. We were paying about $17 a square foot for posters, and our cost currently is down to $1.17 a square foot.”

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NEWBORN NEWS: DIGITAL SOLUTION DELIGHTS PARENTS.

To many new parents, this is a familiar story: Your baby’s first portrait photograph is taken in the hospital, and weeks later—after everyone you know already has the news, after the baby no longer looks anything like the newborn he or she was—the birth announcements are finally ready to send.

St. Joseph’s wanted to offer something better. Xerox saw an ideal use for digital photography. Xerox uses digital equipment to photograph newborns, download the images and print them out in various package options. Parents may order wallet-size, 3x5 or 8x10 photographs, and customized birth announcements that include the baby’s vital statistics like length, weight and birth date. The packages are ready before the mother is discharged, at a cost equal to or less than what the parents would have paid before.

The solution brings the hospital multiple benefits. Xerox donates a portion of project income to the hospital foundation, for use in Community Health programs. But more importantly, the solution increases patient satisfaction. “It’s a value-added service that Xerox brings to the table, and the results have been phenomenal,” Bearden says. “The families love the pictures of the babies, and they get them back much faster than before.”

Results (continued)

Print-on-demand also serves as the foundation for advanced document solutions. The next step at CHW Arizona was online ordering.

Today, CHW Arizona forms are printed in one of two ways. Most are printed on demand at the Xerox Document Source facility. Some forms however, such as letterhead, envelopes, roll labels, X-ray jackets and certain carbonless forms, are produced by a commercial offset printer. These documents are printed in advance and warehoused.

The Xerox-instituted Web ordering system recognizes whether the job will be printed on demand or pulled from offset inventories. System software tracks costs and forms usage, to guide when to reorder offset inventory or perhaps even eliminate documents no longer in demand.

“Quite honestly, I hate forms and anything attached to forms,” Bearden says. “Xerox has done such a good job that I don’t even have to deal with them. And I like it that way.”

As an added value, the online ordering system extends to material supplies as well as forms. St. Joseph’s already uses the system for paper and toner-cartridge requisitions. Other supplies can easily be added over time. And soon, CHW Arizona employees will be able to order their business cards online, plugging their individual information into design templates.

“It’s all done electronically, and that’s really slick,” Bearden says. “Once it got out that people had the option to order on the Web, it went like wildfire. It’s fast, it’s easy and people just love it.”

Let’s see what Xerox can do for you.

Xerox helps hospitals and integrated delivery systems design and manage key document processes for the greatest possible efficiency, productivity and customer satisfaction.

For information on the advanced solutions and services that Xerox can provide, call 1-800-ASK-XEROX, ext. FSHC or visit www.xerox.com/healthcare today.