



# SPOTLIGHT ON: HEALTHCARE

Healthcare across North America is changing. The demands on IT and administrative staff for solutions that generate printed material, manage form flows and store/retrieve electronic health records are growing at an alarming rate. Reducing costs is always of value to administration, while reliability, ease of use, efficiency, productivity and nursing station real estate is of paramount importance to doctors, nurses and clinical staff. These output management challenges are forcing hospitals and healthcare providers to rethink their approaches in this regard and optimize their business and patient care delivery processes.

Many healthcare executives are surprised to learn that a substantial source of operating costs and capital dollars are buried within their distributed and centralized print environment. In addition, many high profile business documents are not “reader-focused” and the process and workflow behind those forms are suboptimal. More often than not, healthcare organizations do not measure the print infrastructure and/or forms environment, therefore reducing their ability to intelligently manage it.

The benefits of considering a print optimization initiative are significant. Renowned research companies such as Gartner and IDC suggest the cost associated to the print environment is an astonishing 1 to 3% of an organization’s entire annual revenues, and that if optimization processes are employed, potential savings can range from 10 to 30%. Of course, this means little to a healthcare institution when there are a myriad of conflicting priorities, the current print spend is not known and a print strategy has not been developed. Given this situation, where do you start? Whom do you trust? How can you maximize the value out of your current and/or future infrastructure investment? The Print Operations Group (POG), with more than fifteen years of experience in this area, may have the answers you are seeking.

## POG Consulting

### What We Do

Optimize and Revitalize the Print Environment including:

- Print/Output Infrastructure
- Forms related process and workflow
- Content management

### How We Do It

Focus on Driving Significant Benefits including:

- Improved front line staff efficiency
- Significant cost reductions
- Re-capture nursing station real estate
- Increased administrative staff satisfaction
- Positive and non-intrusive doctor and patient impact

## Healthcare Print Challenges and the POG Approach

The Health Care Print Challenge	POG Consulting Approach
Nursing station real estate is at a premium and single function printing devices consume valuable desk and floor space.	POG deploys new output technology to restore floor and desktop real estate to the front line staff that need it most to be effective in their roles.
Administration must manage costs while clinical/acute care must be efficient. Balancing related cost reductions with productivity is a key challenge.	POG’s methodologies attempt to strike this appropriate balance and to date, our successes in healthcare demonstrate we have identified significant print cost reductions while improving end user satisfaction and productivity.
Doctors and senior staff are not always enthusiastic about sharing print devices.	The “no sharing” problem has generated a lot of small, expensive and underutilized equipment in healthcare. POG’s print strategy and Cultural Navigation process strikes an innovative balance to address the sensitivities around personal printers and device sharing.
Patient and records confidentiality are of paramount importance in healthcare.	Confidentiality features in new print technology combined with POG’s creative floor configuration and design work has been very successful in ensuring and maintaining confidentiality.

## The Health Care Print Challenge

Capital spending on medical equipment is of higher priority than print output devices, therefore funding is often not available.

Color is gaining in popularity and needs to be managed, otherwise organizations will find themselves with many expensive print devices.

Print volumes are growing in healthcare, despite the movement to electronic health records.

Forms are critically important touch points for patients, staff and Doctors, and yet many forms and the processes and workflow behind those forms are inefficient and ineffective.

There are many priorities other than output management in healthcare, and many lack the knowledge to identify or acquire the appropriate services.

## POG Consulting Approach

Capital constraints are real, especially in respect to print issues. However, we have developed innovative approaches to request, negotiate, deploy and manage "all-inclusive" price per page service models that eliminate or drastically reduce the need for capital funding.

POG can take the emotion out of requesting and acquiring print devices. POG has created equipment allocation policy statements supported by a decision tree matrix that form the key components of governance. A logical and rational approach to managing print combined with a measurement and management program will ensure that color, or any other aspect of print, does not go un-noticed, or unmanaged.

POG can measure, manage and then report on a departmental basis to help end users make informed decisions about what is being printed. Trend analysis is a valued POG deliverable that helps end user groups, departments and organizations manage growing print volumes.

POG conducts complete forms assessments that includes front and back end analysis on current forms usage, process and workflow. Strategic form optimization recommendations can make a significant difference in improving operational efficiencies.

POG's expertise in creating RFP and SLA's (service level agreements) specific to print in healthcare is well renowned. We know exactly what to ask for and how to ask for it, and most important, we know the difference between a good deal and bad one for our clients.

## Our Proven Results

Our ability to deliver substantial print cost savings in healthcare is demonstrated by over dozen healthcare specific projects throughout North America. From print assessments of in-house and outsourced services to complete print revitalization plans, implementations and on-going support, we have saved our healthcare clients many millions of dollars annually. Some highlights include:

- We have identified and confirmed a minimum 20% in annual print cost reductions for our healthcare clients.
- The average return on investment for POG assessment work is 7 weeks, based on identified savings.
- A POG assessment report will be accountant proof and auditor friendly. You can use it for the basis of your business case or justification for change.

## Our Approach To Healthcare Print Optimization

The Print Operations Group (POG Consulting) is the leading manufacturer-independent Print Optimization Solutions provider in North America. Since our inception, we have conducted over 200 print optimization assessments and have identified and substantiated over *\$200 million dollars* of annual savings for our clients, including many in the healthcare sector.

POG was internationally recognized in 2006 by USA based Gartner Inc, a leading information technology analyst firm, as the only "cool" vendor in the world in our sector. POG also won the Best Services award at the 2006 and 2007 North American Print & Imaging Summit, as voted on by attending delegates.

We employ an established and proven methodology to address the questions that healthcare executives are asking with respect to their print, forms and content environments. Our approach will **identify, capture and measure** significant print related and content management cost reductions while improving end user satisfaction and productivity.

### For More Information

To learn more about The Print Operations Group, our unique print optimization offerings and our successes in healthcare, please contact:

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