

CASE STUDY

Custom platform for printed materials helps hospital save more than \$85,000

For more than two decades, Deluxe and one hospital partner have been collaborating on innovative ways for the hospital to improve processes, increase quality and cut costs.

So when the hospital faced complex decisions about how to handle the design, printing and distribution of the thousands of printed materials it uses in its daily operations, management turned to Deluxe for help.



The Challenge

As part of its work to eliminate non-core functions from its operations, the hospital decided to shut down its warehouse. That decision created a need for the hospital to evaluate whether it still made sense for the hospital to operate its in-house print shop, which produced reams of materials that were stored in the warehouse. The hospital called on Deluxe's Print and Fulfillment team to bring its decades of experience to the question and begin an analysis.

The first step: an audit of all materials produced by the print shop, as well as interviews with key stakeholders and departments to understand ongoing printing requirements. The Deluxe team identified a number of issues with documents printed in-house: legibility, out-of-date content, copyright infringement, needlessly costly document design and printing, and incorrect branding.

The hospital's Finance and Materials department prepared a cost analysis of the print shop operations, which showed potential savings from closing the shop and outsourcing printing. But Deluxe's document audit, accompanied by a workflow designed to help uncover potential efficiencies and savings, identified even more opportunities.

The Deluxe team presented the findings to the hospital's executive committee, along with plans for a comprehensive document cleanup and a new process for reviewing each print order and choosing the most economical option. This approach would result not only in savings of money and time, but also in a better experience for patients.

The Solution

The internet-based platform that Deluxe built for the hospital is one of the most advanced electronic ordering systems in the industry. Hospital employees can log on to a password-protected site for easy viewing and ordering of documents and branded materials, including daily patient-management documents as well as branded templates for custom forms, flyers, business cards and print-on-demand items. Deluxe acts as the gatekeeper for all orders – reviewing each submission and selecting the most economical print option.

During the project, Deluxe and the hospital marketing team collaborated to analyze nearly 500 existing document files for branding and content compliance, copyright infringement and potential print savings.

All documents were reviewed for accuracy, legibility and adherence to brand standards, which helps improve the patient experience and contributes to reducing re-admissions (a key initiative for the hospital).

The Results

In the first year of this joint effort, the hospital/Deluxe team reviewed and revised nearly 50 documents, resulting in \$85,000 in hard cost savings.

To help the hospital staff learn the new process, Deluxe created user-friendly training materials and communications. In addition, Deluxe held meetings to walk employees through order entry and workflow, with time built in for reviewing typical print jobs and artwork. Deluxe continues to clean up artwork and hold regular training sessions with employees as well as biweekly meetings with key leaders to share findings, savings and new ideas.

Outsourcing print and fulfillment functions has provided significant savings to the hospital and has eliminated the distractions of managing printing, inventory management and order fulfillment. And the document improvements have helped the hospital focus more intently on customer care and improve the patient experience.

Key Partners:



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