



CASE STUDY: CalvertHealth

CalvertHealth, like most healthcare organizations, is still reliant on print for many functions. Although healthcare has been one of the more advanced industries when it comes to digitalization, there remains a need to print and mail billing and remittance information to patients and clients. This was the situation CalvertHealth was in when their information services department called on Centric Business Systems to help find a better workflow solution for printing and mailing documents.

CalvertHealth's financial services department was doing daily print runs of 300 to 450 documents. These documents, consisting of client data and remittance information, were two-sided jobs. The remittance information was a static file, while the client data was downloaded from the server in batches created from individual client files. The documents were printed on a desktop printer, hand-folded and inserted into a windowed envelope that was then sealed by hand. It was a frustrating, time-consuming and inefficient process.

When Centric production specialist Mike Gorton began his workflow analysis, he immediately knew there was a lot of room for improvement. He started looking into the process and documentation to see where things could be streamlined, beginning with the individual patient data files. Mike worked with CalvertHealth's IT department to test whether a batch of patient records could be converted to a streaming PDF. The test was successful, so he moved onto the bigger problem – the labor-intensive hand folding and hand inserting.

Industry: Healthcare

Challenge: Daily print runs of >400 two-sided documents required data merge, two runs through desktop printers, and hand-folding and hand-insertion into envelopes for mailing.

Solutions:

Sharp MX-6500N

Fiery Print Server

Formax FD 66210 Folder Inserter

The existing setup was inefficient not only because of the manual labor involved, but because the desktop printers being used were simply not up to the job. Because the documents had to be fed through twice – once to print the static page and again to merge the client data – mis-feeds were a frequent occurrence. Additionally, in the process of hand-folding and inserting, a page might be damaged or torn, meaning the record had to be rerun. There was a lot of waste, and Centric's team knew there was a better way. He also knew his recommendation might be met with some resistance.



THE SOLUTION

Centric's recommendation was a large production printer – a Sharp MX-6500N, one of Sharp's high-end Pro series color production devices. CalvertHealth's financial services department had never used a production device before, but Centric quickly got the buy-in of department leaders Greg Matthews and Kay Sprayberry, and the rest of the team followed. "They were a little intimidated at first," he noted of their reaction to the 9.5-foot-long device, "but they got over it quickly and went to work fast."

In addition to the MX-6500N with Fiery print server, Centric recommended installing a Formax folder inserter. Now they had all the pieces in place to really streamline things. Mike initially set the job up to run in two passes – one with the client data, and a second with the static sheet on the other side, giving them a one-page, insertable piece that they ran through the folder inserter and sealed into a windowed, No. 10 envelope. It was, said Mike, a big-time savings, and everyone was ecstatic. He wasn't done.

"Now we had the ability to print the job with the records on the front," he said, "but the back record, which was a static record, had to be run as a separate pass through the machine." Centric was committed to getting it done in a single pass.

Using Fiery's variable data printing (VDP) program, Mike set up the static back page as a master. He then merged the records with the static page, which enabled the entire job to be done in one pass. The 300-450 records that had taken two people three to four hours to print, fold and mail now took about 35 minutes.

Centric continued to work with the team to further streamline the process. They trained the staff on the new devices and procedures and found ways to optimize the workflow – setting up a paper catalog so the paper was tightly matched, for example.

The process was tested just a week later when Calvert's IT team decided to regenerate invoicing to their entire population – a run of between 4,500 and 5,000 pieces. "Everybody was very concerned about that," said Mike Gorton. "It would have normally been a three-to-four-day process." Not with the new system Centric had in place, though.

**MORE THAN
24 HOURS
SAVED PER
MONTH**



Mike made arrangements to be there the day of the job, double checking the components, ensuring the variable data component was active and accurate, and making sure everything ran smoothly. He succeeded – the entire job took less than three hours.



THE RESULTS

The investment CalvertHealth made paid off beyond expectations. The automation and optimization capabilities of the Sharp 6500, Fiery and folder inserter allowed the IT department to save costs equivalent to one-and-a-half full-time employees. But the cost savings didn't come automatically simply by placing the device. The partnership with Centric was a critical component. Mike Gorton's dedication to the project, determination to find exactly the right solution, and hours of time spent training the Calvert team were vital to its success.

"Because we took the time to train them on the system, setting up the folder inserter, we had no waste, no spoilage, no misfeeds," said Mike. "Every time we do this, we have a process for setting up the job, we make sure everything is tight, that the VDP file is set up correctly, and we run a test print before we run the job. So, it's been working very smoothly."

"The suggestions Mike made allowed us to save time and money, and streamline workflow beyond our expectations," said CalvertHealth's Phil Campbell, Vice President of Information Services. "We knew the misfeeds and waste caused by using the desktop printers were a problem, but it never occurred to us that we could automate so much of the file merging and printing. Sometimes you don't know you have a problem until someone discovers a solution."

CalvertHealth continues to use the system to produce about 400 records per day and has since run another 4,000-record job that also went smoothly. There is hope, in time, that the Sharp MX-6500N can serve other functions as well. With the ability to produce saddle-stitch books, full-bleed images and much more, ideally the scope of use can eventually extend to other departments and bring in some work that is currently being outsourced, saving even more money for the organization.

Partnering with Centric Business Systems allowed CalvertHealth to benefit from a personalized approach to problem solving. Rather than an off-the-shelf solution, Centric was able to hand pick components that he knew would work together to solve Calvert's unique challenges. By using Centric as a business consultant, CalvertHealth was able to optimize its workflow and streamline its processes, ultimately saving time, money, and a lot of frustration.

For more information on Centric's offerings or schedule a complimentary workflow analysis, visit www.centricbiz.com or call (877) 902-3301.