



National Jewish Medical and Research Center enlists FedEx Kinko's Office and Print Services to turn a manual document program into a turnkey, scalable, technology-based solution.

Corporate profile

National Jewish Medical and Research Center is known worldwide for treatment of patients with respiratory, immune and allergic disorders, and for groundbreaking medical research. Founded in 1899 as a nonsectarian, nonprofit hospital for tuberculosis (TB) patients, National Jewish remains the only facility in the world dedicated exclusively to these disorders.

For six years in a row, National Jewish has been ranked the number one respiratory hospital in the U.S. by U.S. News & World Report. National Jewish is also considered one of the three most influential research institutions for immunology and the number one private immunology research institution in the world.

Key business issues and challenges

As a large medical organization, effective management of internal forms and documents — for patient care prescriptions, research and other needs — is extremely important to the day-to-day function of the clinical and administrative staff. In the past, National Jewish utilized a local document services vendor for forms management, as well as for marketing department support, patient education and courier services. In theory, this was a great solution for National Jewish because they were able to use one vendor for all of its administrative needs.

Unfortunately, as a result of the vendor carrying out so many services, National Jewish executives found that they did not have control over document production spending or in the way that the documents were stored. National Jewish was looking to gain control over its internal documents and create a library, allowing staff to go to one place to retrieve any document. Additionally, this would allow National Jewish to begin evaluating documentation in terms of functionality.

Solution

With cost cutting and improved efficiency on the forefront of National Jewish's requirements, FedEx Kinko's approached National Jewish with a document solution program, which offered key benefits to National Jewish such as obtaining reports of what was being ordered and improved accounting practices through a cost center (department) approach. These measures would prevent National Jewish from continuing to throwaway unused documents and spend unnecessary funds. FedEx Kinko's print on-demand solution offered National Jewish zero obsolescence and no warehousing of forms.

Once the decision was made to partner with FedEx Kinko's, a transition plan was created to transfer internal document management from the existing vendor to FedEx Kinko's. There were two key issues in the transition process that FedEx Kinko's helped National Jewish address: what information to transfer and changing from a "print and warehouse" method to a true print on-demand program. An ongoing process, FedEx Kinko's partnered with National Jewish's Materials Management group and met with each department to evaluate which documents should be uploaded for the print on-demand solution.

As an experienced document services provider for many healthcare organizations, FedEx Kinko's was able to tailor a specific program to fit National Jewish's needs and optimize the administrative portion of the business. Specifically, FedEx Kinko's created an offsite, online solution, including the following features:

- **FedEx Kinko's DocStore program** — the DocStore solution allows National Jewish to upload and change documents daily. Each user is provided an individual password, allowing levels of control to be implemented for budget controlling purposes and approvals controls. Additionally, a keyword function is built into the system allowing users to search by form number or titles of documents. This speeds up the time it takes to find documents and has improved National Jewish's efficiency greatly.
- **Drop Box program** — Drop boxes set up throughout the facility at five key locations. Pick up and delivery occurs daily and jobs are completed within 24 to 48 hours. All orders are produced and delivered, and a copy is made for the FedEx Kinko's Account Manager. Then, National Jewish Materials Management and FedEx Kinko's review the orders to help gain control of the documentation being used within the facility and decide if the piece belongs on FedEx Kinko's DocStore.
- **Document delivery** — The finished product gets delivered directly to employees' desks. Materials do not have to go through receiving — avoiding the delay and labor associated with this processes. And, the end user gets the order faster.
- **Dedicated customer contacts** — Customer service is an area where FedEx Kinko's prides itself in its ability to work with the client and develop and manage the solution to meet the client's needs. Having a designated customer consultant and account manager has made the transition much smoother for National Jewish and provides the client with added customer service and quality control mechanisms.

Results

The solution that FedEx Kinko's provided to National Jewish improved its capacity and technology abilities with regard to document services. FedEx Kinko's offered the expertise of a leading document services provider, allowing National Jewish to realize the following results:

- **Cost control and management** — FedEx Kinko's cost model and enormous network of production capabilities allows for constant accommodation in the changing volume requirements relative to the needs of the healthcare environment. Additionally, the ability for National Jewish to impose budget controls allows for increased ease of budgeting and tracking of document services.
- **Access to latest technology and flexible solutions** — FedEx Kinko's multi-channel capabilities supported by an integrated document management, fulfillment process and web-enabled technology provides National Jewish with a partner that can keep pace with changing document requirements and distribution needs. In a time when many healthcare organizations are looking to streamline processes and reduce cost, the FedEx Kinko's solution offers National Jewish access to the latest technology without the capital investment.
- **Speed of execution** — FedEx Kinko's ability to produce National Jewish documents quickly and deliver them to site locations within a short time period, provides National Jewish with a partner that has capacity and capability to make turnkey changes and implement them on a daily basis if needed.
- **A proven partner** — FedEx Kinko's is a known entity in the document services industry and has executed innovative solutions to complex document production and distribution needs. These solutions have helped several organizations to meet key business objectives related to documentation initiatives to drive results for a healthcare provider.
- **Consultation** — FedEx Kinko's superior trained staff is able to communicate with National Jewish customers at their offices to direct them in the best, most cost-effective manner of achieving their project goals.
- **Total Solution** — FedEx Kinko's offers a solution for the entire facility — from clinical to training, to orientation and patient education. Whereas in the past, it was a segmented solution, National Medical can now leverage the buying power of the entire facility.

Concluding Thoughts

National Jewish selected FedEx Kinko's because of its ability to provide cost cutting and management measures, but realized even greater benefits, such as improved staff efficiency and a flexible and easily adaptable system.

"When we entrusted FedEx Kinko's with our document services, we were simply looking for a solution that would better help us manage costs and departmental expenditures. FedEx Kinko's worked with us to develop a solution that improved more than just costs. FedEx Kinko's took the time to understand our business goals and make changes that resulted in improved staff efficiency, scalability and integrated technology into what was previously an antiquated manual system. They truly provided value-add when it came to developing our document solutions program,"

- Ike Barber, Materials Manager, National Jewish Medical and Research Center.

As the project evolves, FedEx Kinko's will continue to help National Jewish transition the old system over to the automated program that was developed specifically to meet its needs.