



FedEx Kinko's Office and Print Services transitions University of Colorado Hospital to the digital age — reducing document obsolescence, streamlining processes, as well as implementing budget controls and tracking mechanisms.

### Corporate profile

The University of Colorado Hospital, located in Denver, is the region's leading specialty care and referral center. It is a teaching hospital affiliated with the University of Colorado Health Sciences Center, one of four campuses comprising the University of Colorado system. Primary care clinics are operated by the hospital in six convenient Denver metro locations.

Top medical professionals, superior medicine and progressive change make the University of Colorado Hospital one of the leading hospitals in the nation. Ranked among the top hospitals in the country in over half of the 17 specialties rated by U.S. News & World Report's annual survey of "America's Best Hospitals," the University of Colorado Hospital is nationally and internationally respected for its exceptional teams of medical specialists.

### Key business issues and challenges

University Colorado Hospital (UCH) had challenges in the management of its document production needs and was utilizing several different vendors to manage these needs, including an on-site, in-house print center.

Ultimately, UCH was looking to shift to an electronic delivery model and transition its massive amount of documents into digital files. Employees were eager for a simplified system that allowed for send and print capabilities. Furthermore, there were several different channels being utilized for document storage causing management of archives and document revisions to become cumbersome.

There was also significant storage of forms. The desire was to get rid of the forms that it had in the warehouse. UCH had a significant obsolescence factor to deal with and employees expressed the need to “count forms during inventory” — a time consuming process that was ultimately taking away from their core job responsibilities.

From slow turnaround times for both on and offsite services to a desire for vendor consolidation — UCH was anxious for a turnkey, offsite solution — one that could push it into the digital age and streamline its document production processes. UCH was looking to reduce and track costs related to document production requirements, move from an analogue, hardcopy model to a digital, print on-demand scenario, and implement a flexible solution that leverages multi-channel capabilities and best-in-class technology services to ensure adaptability to changing document production/distribution needs. UCH was also looking for a vendor to perform all of its document needs — from prescription pads to form consolidation, training manuals to quick copies — a total document solution.

## Solution

The challenges health delivery organizations are facing in today's fast-paced and changing environment are numerous, including fewer resources available to deal with increased demand for care; increased government mandates and regulations; a pressure to control costs and scrutinize the bottom line like never before; and, introduction of new and emerging technology at a rapid pace.

With decades of experience working and evolving with the healthcare industry, FedEx Kinko's was well suited to deliver a flexible, cost-effective model to meet UCH's key business issues of electronic delivery and storage and deliver complete document services solution.

FedEx Kinko's recommended and implemented a completely offsite solution. To meet UCH's needs, FedEx Kinko's delivered its FedEx Kinko's DocStore solution, which allows for online access to frequently printed materials. This easy to use online solution enables UCH to create an online catalogue of up-to-date materials that's not only customizable, but also accessible any time, anywhere, to any authorized employee with a password and Internet connection.

To transition from its existing hardcopy situation, FedEx Kinko's worked with the in-house production center to retrieve all existing forms and files. A daunting task, FedEx Kinko's proofed and scanned cases of documents to create a digital archive of more than 2,500 electronic forms, templates, manuals, etc. Using advanced scanning technology FedEx Kinko's converted UCH's documents into digital files that it can catalog, search, label, print or archive. The system also delivers UCH with powerful tools to manage its documents, including a “smart search” tool, form recognition and data indexing capabilities.

In addition to its send and print capabilities, as well as newfound storage and retrieval abilities, UCH customers can contact FedEx Kinko's directly for a pick up and delivery. For additional convenience, FedEx Kinko's also set up drop-boxes throughout the hospital complete with free, regularly scheduled pick up and delivery services to all UCH buildings.

Recognizing the high-level of confidentiality and security necessary to manage and produce documents for a hospital, FedEx Kinko's has multiple special protocols in place. To meet these needs, the UCH account is handled out of a nearby FedEx Kinko's Commercial Production Center (CPC), a secure commercial-only production facility. FedEx Kinko's has a dedicated UCH team in place at the CPC, including a dedicated customer consultant who is tasked with managing all incoming orders, managing the FedEx Kinko's DocStore library and its files, including the proofing process of all documents prior to uploading to the DocStore, and all incoming customer inquiries or special pick ups. UCH also benefits from a dedicated account manager who works strategically with UCH to continue achieving its key business goals.

To communicate the program to hospital staff, FedEx Kinko's delivers consistent and ongoing program benefits and usage information via a variety of channels. At the onset of the engagement, FedEx Kinko's conducted hands-on training classes and within the first three months of the program had trained over 250 end users. Once the initial people were trained, FedEx Kinko's partnered with UCH to incorporate this training into UCH's new-hire orientations. To further communicate program benefits and updates, FedEx Kinko's contributes a bi-weekly article in the UCH employee newsletter.

## Results

- **Electronic delivery** — UCH's tracking and printing of documents has undergone a vast transformation. What used to involve the warehousing, counting, storing and distribution of forms, is now a completely digital model with frequently used forms housed on UCH's DocStore for easy retrieval and send and print capabilities.
- **Custom document services** — FedEx Kinko's worked with UCH to develop document services specific to the needs of its organization. Approved users can take advantage of an online template-based program to create and order prescription pads. This user-friendly template allows for each doctor to create prescription pads with his or her own information. Strict controls are in place, such as user names and passwords and electronic proofing and various levels of internal UCH approval points to assure compliance with approved graphic standards.
- **Ease of budgeting** — Now all document services can be easily tracked and managed. By enlisting a centralized, monthly billing system tracked by cost centers, UCH can run reports against its accounting records and prepare budgets with ease.
- **Speed of execution** — FedEx Kinko's proximity to the various UCH campuses in the Denver Metro Area, as well as a commercial print and finishing center in Denver, provides UCH with a partner that has capacity and capability to produce documents quickly and deliver them to site locations within a short time period. In addition, FedEx Kinko's multi-channel capabilities, supported by an integrated document management, fulfillment process and web-enabled technology provides UCH with a partner that can keep pace with changing document requirements and distribution needs.

- **Consultation** — FedEx Kinko's superior trained staff is able to communicate with UCH customers at their offices to direct them in the best, most cost-effective manner toward achieving their project goals. For example, FedEx Kinko's was able to uncover a significant amount of waste on the production of what UCH termed 'event forms'. Because of the reporting and tracking system implemented by FedEx Kinko's, it was discovered that UCH was printing more than 10,000 of these forms each year — a huge discrepancy from the actual reports being filed. As a result, UCH discovered employees were ordering too many of these forms because of the difficulty in filling them out and odds of making a mistake on one. UCH retrained its staff on the proper way to complete the forms and has significantly reduced waste, improved efficiencies and spend.
- **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 and UCH had to depend on multiple vendors, FedEx Kinko's can address industry-specific office and print needs, such as ordering prescription pads online to specialized services, or printing signs and banners.

## Concluding thoughts

Outsourcing gave UCH access to advanced document services, while not burdening the organization with the need to invest in the development of in-house expertise in this area. Separating from the on-site print shop enabled UCH to transition from an antiquated document management system to one that allowed for control of archives and revisions, authorized users and increased ease of document production. The FedEx Kinko's solution also allowed UCH to understand its print spend and reduce the costs associated with waste and obsolescence it had experienced in the past.