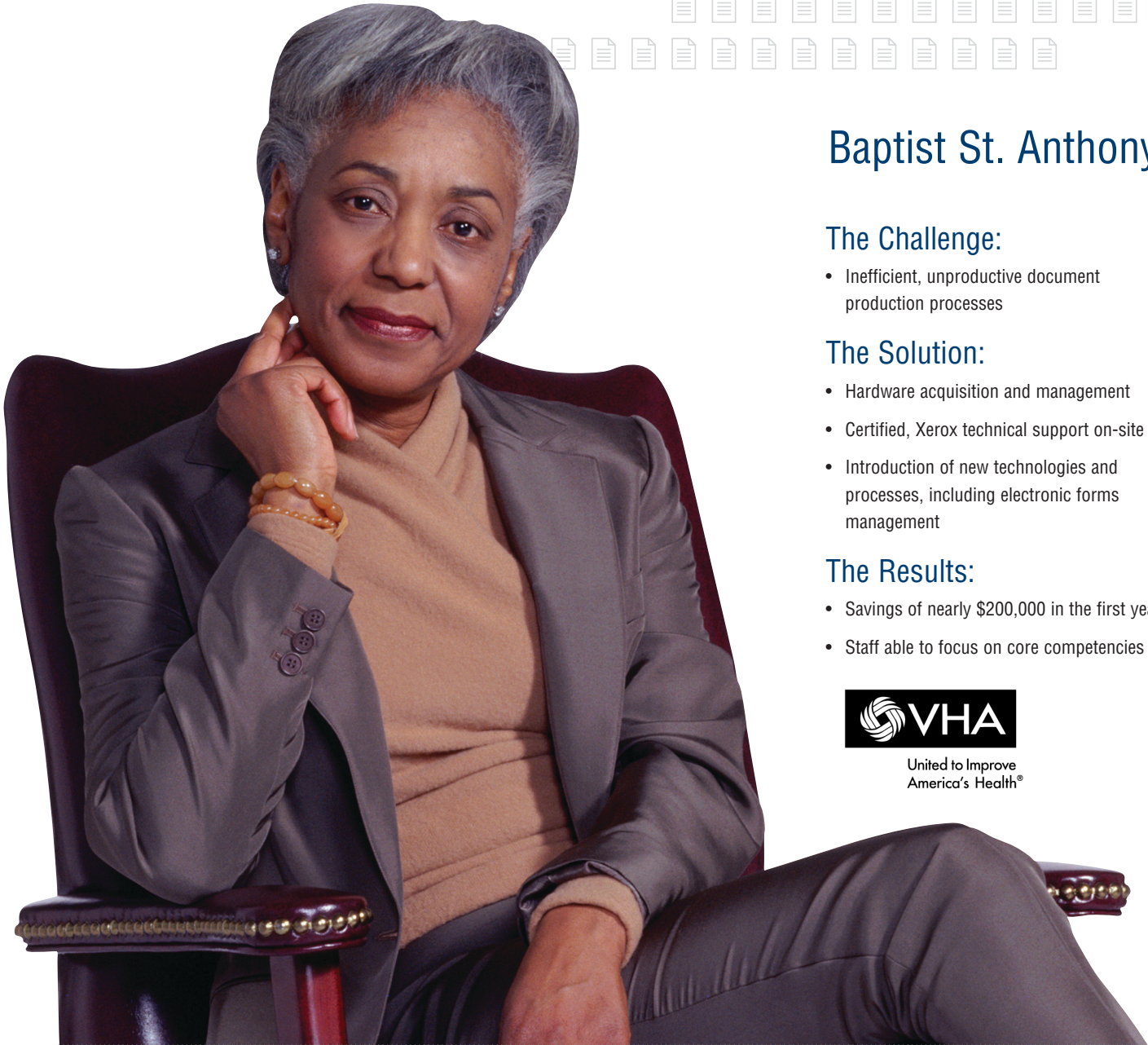


Health Care



Baptist St. Anthony's

The Challenge:

- Inefficient, unproductive document production processes

The Solution:

- Hardware acquisition and management
- Certified, Xerox technical support on-site
- Introduction of new technologies and processes, including electronic forms management

The Results:

- Savings of nearly \$200,000 in the first year
- Staff able to focus on core competencies



United to Improve
America's Health®



Baptists St. Anthony's

Baptist St. Anthony's Health System, a VHA member organization located in Amarillo, Texas, includes a 405-bed, acute care hospital offering a full range of medical and surgical services. The system also manages three patient clinics, an outpatient therapy center, a home health care agency and an off-site surgery center. For the second year in a row, U.S. News & World Report has ranked Baptist St. Anthony's among America's best hospitals (2002 and 2003). In 2003, the health system was listed in two categories—kidney disease and neurology/neurosurgery.

Baptist St. Anthony's saves money by outsourcing printing operations

Baptist St. Anthony's was formed in February 1996 through the merger of two competing institutions, High Plains Baptist and St. Anthony's. At the time, each had separate printing contracts, leasing agreements, and internal print shops. Each department had convenience hardware and separate contracts for copiers, fax machines and other equipment. The system had 101 printers (13 different models), 91 fax machines, (from nine manufacturers and 22 different models), and 93 copiers (12 different models).

"Each department ordered ink cartridges from the in-house central supply, which meant there was no standard way to capture volumes and usage," said John McKissack, director of special projects for Baptist St. Anthony's. "Central supply maintained supplies for more than 285 pieces of equipment including 47 different models from 10 different manufacturers."

To eliminate the confusion and streamline printing operations, Baptist St. Anthony's selected VHA supplier Xerox Corporation to manage its documentation and reproduction business. These efforts saved the health system nearly \$200,000 in the first year. Xerox also helped Baptist St. Anthony's standardize many of its documents and forms. As a result, it can now reproduce these documents in-house, ultimately saving nearly \$70,000, or 70 percent, of its outsourcing costs.

The Strategy

In May 1999, the health system was ready to focus on ending the document confusion. The first step was to review copier contracts and develop a convenience copier solution.

"With so many contracts and no centralized service system, we had an immediate need for a solution that took account of the big picture," McKissack said.

McKissack started by reaching out to existing partners, and researching the types of arrangements VHA offered for these types of services. He discovered that Xerox was a VHA supplier, and invited Xerox to make a presentation and provide a proposal for convenience copiers. During the presentation, Xerox also asked about other equipment, such as printers, fax machines and print shops, suggesting that all of it could be bundled together around document production and reproduction.

Initially, the health system wanted a convenience copier solution, but after meeting with Xerox, McKissack realized the system needed a document production and reproduction solution. He issued a request for proposals, and after reviewing them and talking with other hospitals, McKissack was impressed with Xerox's solid reputation in the industry and local support and sales services. With a local presence, a bundled package, and competitive pricing, Xerox won the Baptist St. Anthony's business in May 2000.

Partnering for Success

Together, Baptist St. Anthony's and Xerox established short- and long-term goals. The first thing the health system wanted was to get its hardware working and develop a reliable equipment service process. Over the long term, it wanted to standardize forms to help reduce paper volume, increase efficiencies, and save money.

"Our nurses are there to provide patient care, not fix copiers and fax machines," McKissack said. "We identified goals, such as increased efficiencies and cost savings, which require a long-term approach to solutions and results."

As part of the implementation process, Xerox provided staff with training and required certifications.

"One advantage of working with Xerox is the initial and on-going training it provides our staff," McKissack said. "Xerox recommended that six of our print shop employees become Xerox employees because we could not provide the same level of training that it could. Our employees realized the opportunity, and supported the decision because it was a win-win for the employees, Baptist St. Anthony's, and Xerox."

The health system also decided to use Xerox's Docucare service, which provides two, full-time Xerox employees on site. They handle repairs, maintenance and overall service of all Xerox products.

"When one of our hospital staff calls Docucare, they get a response within 30 minutes," McKissack said. "We've been able to cut our response time from days and weeks to just minutes, which means staff can focus on patient care and not equipment troubleshooting. Another advantage is that we've been able to track paper and cartridge volumes, which helps us evaluate usage trends."

Increased Efficiencies, Cost Savings and Competitiveness

The health system renewed its contract with Xerox in May 2003, which includes all hardware acquisition, maintenance, supplies, and one large print shop. The health system has seen a return on its investment each year since initially engaging Xerox in 2000.

"In our first year, we realized savings of nearly \$200,000," McKissack said. "Beyond cost savings, we've seen increased efficiencies, which means we're working smarter and delivering better overall patient care."

The health system also receives one invoice per month, with detailed back up, so it only has to cut one check each month.

By having Xerox Corporation manage its documentation and reproduction business, Baptist St. Anthony's was able to increase efficiencies and save nearly \$200,000 in the first year.

Baptist St. Anthony's looked to Xerox to help it comply with federal Health Insurance Portability and Accountability Act requirements, moving toward electronic medical records to manage external forms, signatures and other documentation. Xerox worked with Siemens to develop a bar code system and internal process for Baptist St. Anthony's so that it could efficiently and professionally provide patient information and put it into the hands of its patients in a professional, booklet form.

"We have achieved our short-term goal and continue to make progress on long-term efficiency and cost savings," McKissack said. "The result is that everyone, including our staff and our patients, wins in the end through increased efficiencies, cost savings, and professional medical documentation."

Looking Forward

"Baptist St. Anthony's has confidence in VHA's ability to offer the best products and contracts to its members," McKissack said. "We value our relationship with VHA as a member organization and look forward to continued partnerships and access to excellent vendor partners."

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