

Intermountain Healthcare

WebCRD helps health system pull work in house, boost volumes and save dollars.

“If someone is printing out-of-date or incorrect materials, an outside vendor won’t know. We can make sure only the latest, approved versions of all documents are used.”

Tami Reese,
Operations Manager, Design and Print Center,
Intermountain Healthcare.



Challenges

- Too many job touches
- Smooth job submission during peak times
- Labor-intensive personalized printing

Solution

- WebCRD™ Web to Print
- WebCRD Dynamics™ VDP Module

Results

- Multiple touch points eliminated
- Two full-time employees freed up
- Increased HIPAA and brand compliance

Customer Background/Solution Overview.

Intermountain Healthcare in Salt Lake City, Utah includes 22 hospitals, 185 clinics across Utah and southern Idaho, 1,400 employed physicians and approximately 1,000,000 members in their health plan division, SelectHealth.

In 2011, using outside suppliers for their printing needs, Intermountain printed approximately 2 million black and white and 200,000 color impression a month. After making a business case for pulling the work in house, the Design and Print Center (DPC) was created in 2012 and by 2017 had doubled volumes to 4 million black and white and 400,000 color impressions monthly.

Keeping the work in house saves the organization \$1.36 million annually and also means that the DPC can better perform its responsibility to maintain HIPAA and brand compliance of all printed materials.

In 2017, the DPC added WebCRD to give customers easier access to materials online and streamline job submission, approval and reporting. Added efficiencies have enabled the DPC to increase volumes even further to 6 million black and white and 550,000 color impressions without adding staff. In fact, they have freed up the work of two full-time employees.

Today the DPC at Intermountain operates with 16 employees, receives 1,500 print requests a month, and has a \$2.5 million annual operating budget. They are ranked as one of the largest In-plants by *In-Plant Graphics* magazine.

Typical documents include Explanation of Benefits for the health plan, medical billings, checks, postcards, rack cards, greeting cards, labels, envelopes, letterhead, board books, newsletters, notepads, prescription pads, calendars, business cards and more.

The first benefit of WebCRD was automation

“Our manual job submission process tied up manpower,” explains Tami Reese, Operations Manager, Design and Print Center, Intermountain Health. “Someone used to have to interact and communicate on every single order to confirm receipt and ask questions about specs. With Web to Print that’s automatic. In fact, we’ve been able to shut off one phone line and email address and just point people toward WebCRD and Print Services. Now we only need one person for customer service to help people find files, get setup, login, etc.”

“We love the efficiency that using Web to print has brought us. Staff can just run jobs instead of going back and forth with emails.”

Tami Reese,
Operations Manager, Design
and Print Center
Intermountain Healthcare

Online catalog is the easiest way to submit print requests

For years, DPC has been building a catalog with an outside vendor for their most commonly printed documents, paying a listing fee of 11% on every document. Now they are moving this catalog to WebCRD. Housing thousands of items, the catalog represents approximately 10% of all jobs submitted. “We’ll be able to save significant costs for Intermountain when we have moved the catalog fully into WebCRD and can prevent work from being managed by an outside vendor.”

Pre-loaded templates make business cards and other custom jobs much more efficient

Using the VDP templates in the WebCRD Dynamics module, DPC has been able to free up one employee for more critical work. “We print more than 250,000 business cards a month for health system employees and we had one person dedicated to setting them up. With WebCRD it can all be done automatically by the person submitting the job and we’ve been able to redeploy that employee to finishing, which had needed more support.” Templates are also being used for letterhead, envelopes and other personalized design requests.

Print Center Stats:

Budget	\$2.5 Million/year
Staff	16
Print Requests/ Month	1,500
B/W jobs/ Month	6,000,000
Color jobs/ Month	550,000

A win/win for users and the print center

Customers now have greater accessibility to printing, faster ordering and self-service convenience, and the print center is seeing less waste and fewer errors.

“One of the main benefits of WebCRD for us is reporting” says Reese. “We constantly have people who request totals for a year or a job cost. We can now easily pull a report.

At end of month we can do General Ledger (G/L) uploads to accounting. We can also see key performance data in dashboard metrics rather than printing spreadsheets and running reports manually.”

The next step is an external interface

Intermountain DPC calls their WebCRD installation “Print It” and currently it can only receive payment for services through a G/L accounting code, so it’s only available to internal customers. Plans are in the works for an external facing WebCRD/Print It site that will be able to process credit card payments and automatically adjust pricing for external clients.



69 Cascade Drive
Rochester, NY 14614
www.rocsoft.com

Phone: 585.262.2690
Fax: 585.262.4808
Email: RSAinfo@rocsoft.com