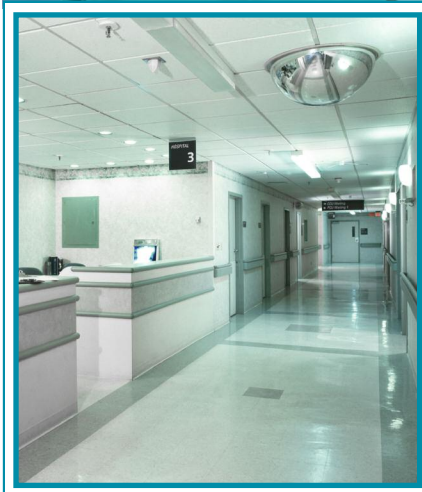


Healthcare Case Study



BUSINESS SEGMENT

Healthcare

PRODUCT

Direct Thermal Label Printer

CHALLENGE

Inability to print specified number of labels on demand
 Wasted materials and money with current print provider
 Too many product inefficiencies, costly processes and high support costs

SOLUTION

On-demand label production
 Enterprise label printer for larger print jobs
 Cost savings in media and technical support



Direct Thermal Label Printers

Case Study

CUSTOMER BACKGROUND

For more than 90 years, this 665-bed regional referral center and teaching hospital has been providing comprehensive high-quality services for numerous counties in Pennsylvania. The hospital maintains several nearby outpatient facilities and serves as a major regional referral center for cancer care, cardiac care and surgery, including orthopedic surgery and neurosurgery.

The facility employs more than 5,400 employees, with a medical staff of 1,100+ physicians, including primary care, medical and surgical specialists.

BUSINESS SEGMENT

Healthcare

THE CHALLENGE

The facility was using a competitor's laser print system that did not allow the printing of a specified amount of labels on demand, resulting in an excess of unusable printed label sheets and therefore a waste of materials and money. The cost of the hospital's larger print jobs, such as printing address labels for the 10,000+ community newsletters each month, was getting to be too high, and the customer felt that its current device was inefficient in meeting its label printing needs. The hospital's internal support team was frequently tasked with addressing technical issues that arose throughout the facility, exhausting precious time on repairs and taking time away from other support responsibilities.

THE SOLUTION

OKI Data representatives met with the hospital to assess its current printing needs and challenges and recommend a solution that would satisfy the requirements and eliminate product inefficiencies. Recognizing the customer's need to print large quantities of labels while adhering to a strict budget, OKI offered the solution of implementing various OKI desktop-size and enterprise direct thermal label printers throughout the hospital over the course of 16-18 months.

The desktop-size direct thermal label printers from OKI Data were the perfect fit for label printing needed where space was at a premium. Employees are now able to print on-demand labels in nursing stations, admissions centers and testing labs. These compact devices are also used for bedside administration, allowing staff to print high-quality labels the moment they are needed for various point-of-care tasks and patient needs.

Printing more than 10,000 address labels each month for the hospital's community newsletter is now a simple and inexpensive task with the use of OKI Data's fast and efficient enterprise direct thermal label printer. This device, with its high-speed data transmission and unparalleled processing speed, allows the customer to quickly and easily manage label printing needs while operating within a budget.

Realizing the customer's desire for attentive and responsive product support, OKI Data provides immediate customer service assistance that answers all questions in a timely and personalized manner. There is no longer a wait for help—an OKI Data representative is available for assistance as soon as an issue arises, resulting in increased productivity and a greater confidence that no matter the issue, OKI Data will solve it.

CONCLUSION

The hospital has installed more than 200 OKI direct thermal label printers, both desktop-size and enterprise, to meet all of its label printing needs. By the end of the 16-18-month printer installation period, the customer will have installed more than 250 devices. Because of OKI Data's unmatched support in providing a solution that would exceed the customer's printing needs and deliver superior label printing results in a cost-effective manner, the healthcare customer has realized cost savings in materials, greater process efficiencies, substantial waste reduction and a greater peace of mind in resolving technical issues. OKI Data's dedication to satisfying the customer's needs led to an inexpensive, productive and successful solution.

The OKI logo is displayed in a bold, red, sans-serif font. The letters 'O', 'K', and 'I' are all in the same weight and style, with a registered trademark symbol (®) to the upper right of the 'I'.