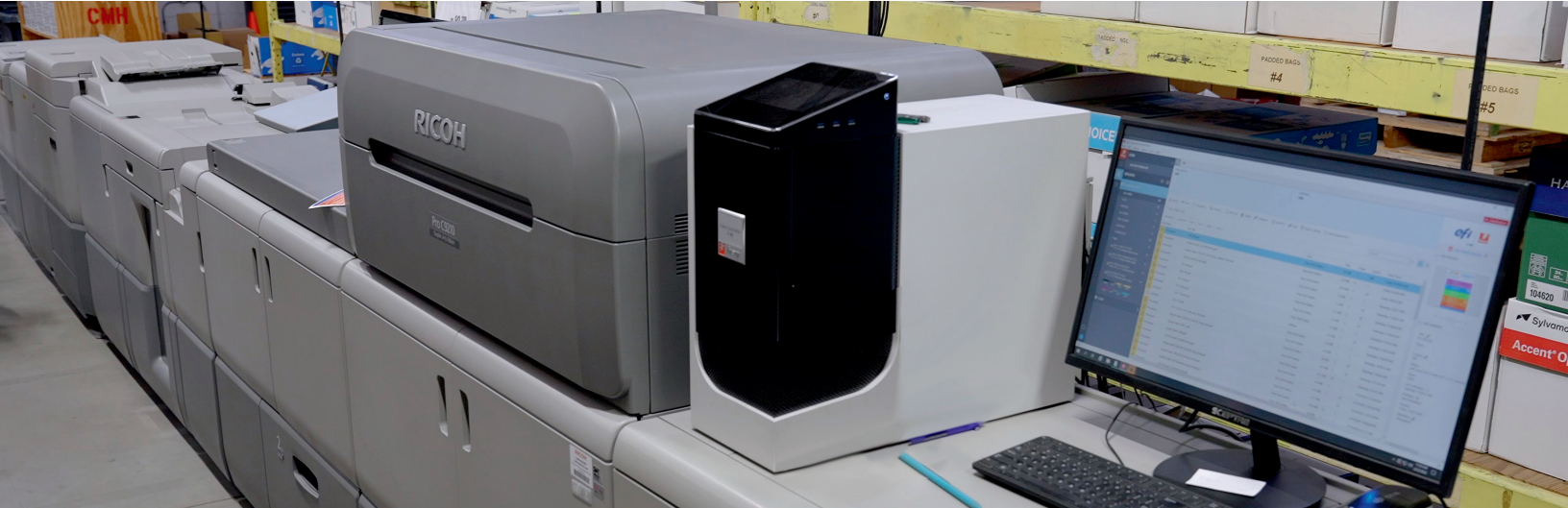


HOSPITAL MAXIMIZES ITS COST EFFICIENCIES AND EXITS THE PRINT BUSINESS

Named as one of the best children's hospitals in America by U.S. News and World Report, this 125-year-old pediatric medical center has 8,319 employees in 10 locations throughout Kansas and Missouri.

There has never been a greater need, or more requirements, for clear communication between hospitals, health plans and the communities they serve having some of the most complex and wide-ranging printing and communication needs. Add to that tremendous pressure to cut expenses and make better use of space, resources and capital while having increased demand from marketing, training, and service lines.



THE CHALLENGE

MAINTAIN AND MANAGE INTERNAL ONSITE PRINTING CENTER OR OUTSOURCE?

With nearly 90% of hospitals continuing to rely on printed items, the need for strategic services has not diminished. Now—more than ever—hospitals are finding it very costly and inefficient to maintain an onsite print center. So, when a regional pediatric hospital told us they finally decided to maximize cost efficiencies and exit the print business altogether, we knew we would be the best partner to help them through the transition and be their new comprehensive print management provider.





THE SOLUTION

OUTSOURCE ALL PRINT PRODUCTION WITH MANAGED PRINT SERVICES

The strategy to support the safety and security of patients, while helping organizations save money, NextPage's Managed Print Services moves responsibility from internal employees to a partner who has more experience, production and buying power. Highly regarded in the print industry and local community, NextPage offered a complete suite of services and technologies as well as the understanding of today's complex environment with the strategic resources to address the client's full breadth of needs.

The following four goals were priority:

1. COST SAVINGS

Managed Print Services from a company like NextPage provide stable and predictable costs while containing waste.

- These cost-savings come in many forms, to include:
 - » Service costs of maintaining and repairing print hardware
 - » Ability to produce via a variety of methods to ensure lowest cost
 - » Buying power for consumables
 - » Expanded collection of equipment
 - » Space that makes sense for production
 - » Ability to manage inventory of consumables as well as finished goods

KEY TAKEAWAY: More than \$250K in annual savings for the enterprise

2. CONSOLIDATION

Decrease in physical footprint of onsite print center, reduction of toner-based printer and copier fleet while standardizing devices across the organization as well as vendors.

- Eliminated physical footprint of onsite print center, toner-based printer, and copier fleet
- Remote printing access to a state-of-the-art print production plant
- Access to NextPage's buying power for paper, shipping materials, and print consumables

KEY TAKEAWAY: Space consolidation and buying power



3. BRAND COMPLIANCE

Managing brand compliance using a variety of print methods can be a costly endeavor. Using G7 Color Management Processes, NextPage can ensure that brand colors are maintained no matter the application. In addition, working with a partner that intimately understands the critical nature of an organization's brand and the credibility built with their clients allows marketers and brand managers to focus on strategy and not brand policing.

KEY TAKEAWAY: Consistent color, logo, and brand representation results in increased organization credibility

4. CORPORATE ALIGNMENT

Streamlined billing and service level agreement accountability are just the surface points for organization efficiency. By aligning with a Best of Breed Vendor/Partner an organization is able to focus on its core work and allow for thought leadership in an often overlooked, yet highly costly portion of their operation. NextPage is constantly moving forward to offer better solutions that reduce cost and create efficiencies for organizations.

KEY TAKEAWAY: Your organization focuses on its core business and reduces capital needs (both financial and human) for non-core work



THE RETURN

ANNUAL ENTERPRISE SAVINGS, SPACE CONSOLIDATION, AND BUYING POWER

Among the many challenges faced, NextPage has been able to provide the following services exceeding their initial goals. NextPage's ability to manage the entire print process enables us to print consistently across all print mediums so that your brand standards are upheld on each item.

- Offsite Print Shop Equipment, Labor Management and Material Management
- Inbound and Outbound Shipping
- Online Studio Portal for Order Submission, Tracking, and Reporting
- Offsite: Envelope Production and Inventory; Mail Execution and Distribution including Folding, Gluing/Tabbing, Inserting, Ink jetting; USPS Logistics—Mailing and Commingling, Mail Tracking with Reporting
- Offsite Printing, Binding, and/or Mailing for:
 - » Custom Marketing or Community Relations Ad hoc Direct Mail Campaigns
 - » Member Newsletters
 - » Stationery
 - » Patient Forms
 - » Brochures
 - » Pocket Folders
 - » Annual Reports
 - » Large Format – Posters, Signs, Banners, Floor Graphics, Wall Graphics, and Window Clings

