



Healthcare company boosts breadth of print services for network of senior living communities while reducing costs

Case Study | Healthcare

Situation

A leading healthcare company takes pride in the quality and variety of services and social events that it provides for residents at its more than 100 senior living communities in multiple states.

Its goal is to create a welcoming lifestyle for every community member by offering a wide selection of life enrichment programs and social activities as well as access to personal care services such as beauty salons.

Each senior living community designs its own schedule of programs and operates under a distinct name as part of the healthcare company's network of sites.

To help manage operations and publicize activities, the company operated a centralized internal business print shop to produce forms, marketing materials, invitations, menus, and other promotional items. As the healthcare company grew, the complexity of printing customized materials for each location became cumbersome and expensive.

To help reduce costs, more efficiently serve the needs of its network of sites, and improve the quality of printed materials, the company sought a partner to manage business print services.

Discovery

ODP Business Solutions worked closely with the healthcare company's print services team and representatives from the senior living communities to understand their needs. The goal was to create a program that delivers quality printed materials that reflect the company's commitment to providing residents with a high quality of life.

The company determined that it would benefit from a print-on-demand service that enables:

- Easy customization of templated materials
- Design assistance for one-time projects
- Quality printed materials in a variety of formats and colors
- Adherence to brand standards
- Quick turnaround time from order to delivery
- Decreased costs for printed materials
- Accurate reporting to assign costs by project sponsor

Solution

ODP Business Solutions created an online hub from which program managers at the senior living communities can easily source and order printed materials. The options include a catalog of standard items as well as a way to engage a graphic designer to create custom pieces.

How ODP Business Solutions works with you to get results.

- Reviews current business print operations and needs
- Works closely with you to develop a business print services program that helps to reduce overall costs while increasing efficiency
- Deploys a customized central online platform integrated with your existing system for content creation and production
- Manages end-to-end workflow and order management with built-in permissions and cost management
- Administers on-demand production, digital distribution, outsourced inventory, and virtual warehouses
- Provides access to centralized analytics and reporting
- Offers storage, retention, shredding, and destruction services
- Coordinates content revision and versioning management





Solution (cont.)

Standard — The online hub houses a number of templates for forms, promotional materials, and other printed pieces designed by ODP Business Solutions, which are easily customizable with the senior living community's logo and specifics about program details. For example, for a Mardi Gras-themed dinner, a program manager would simply log in to the online hub to find a complete package of materials to select from for promoting the event, such as invitations, flyers, and posters. ODP Business Solutions handles customizing the selected items, provides a proof, and manages the printing process and shipping to the site.

Custom — The healthcare company can also work with its own designers to create materials, then add them to the online hub for all sites to customize if desired. Program managers also have access to an ODP Business Solutions specialist to design one-time projects and find other business printing resources if needed.

Account Manager — ODP Business Solutions assigns a full-time associate to manage the healthcare company's print services, coordinate projects, and serve as the main point of contact for any questions.

Every aspect of the program is transparent to the healthcare company, so it can assess what materials should be available on the online hub, costs, and delivery timelines.

Results

By transitioning management of print services to ODP Business Solutions, the healthcare company was able to:

- **Significantly reduce the overall spend** for printed materials
- **Offer managers at the senior living communities access** to easily customizable promotional materials, forms, and other printed pieces
- **Maintain print quality standards** and meet stringent production and distribution timelines
- **Eliminate the need to maintain and upgrade** its facilities and equipment

The assigned ODP Business Solutions associate also proactively recommends ways to lower costs for projects by offering different options for paper, finishes, quantities, and the number of colors used.

By relying on ODP Business Solutions to manage print services, the healthcare company can stay focused on what it does best: providing a high-quality lifestyle for all of its residents.

For more information on how ODP Business Solutions can help boost the efficiency of your business print services

- Visit odpbusiness.com
- Call 888.263.3423
- Contact your ODP Business Solutions account manager

All content provided herein is for educational purposes only. It is provided "as is" and neither the author nor publisher warrant the accuracy of the information provided, nor do they assume any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.