



HIGH-VALUE  
PARTNERSHIP  
LONG-TERM  
HEALTH CARE SUCCESS

**GUNDERSEN**  
**HEALTH SYSTEM®**  
*Where Caring Meets Excellence*

**DigiCOPY®**  
Custom • Variable • On Demand

# OVERVIEW

## Part One

In “Executive Summary” we outline the beginning of the partnership between Gundersen Health System and DigiCOPY.

## Part Two

In “Healthcare’s Print Dilemma” we explain the print challenges Gundersen Health System was facing.

## Part Three

In “Challenges Turn Into Solutions” we discuss how DigiCOPY was able to meet the print needs of Gundersen Health System.

## Part Four

In “Print Solutions Free Up People and Resources” we discuss the outcome of the partnership.

## Part Five

In “In Their Own Words” Gundersen Health System discusses how the partnership has benefited them.

## Part Six

In “The Bottom Line” we reveal the numbers to show the direct impact DigiCOPY has made to cut print cost for Gundersen Health System.



Gundersen Health System is:

- A physician-led, not-for-profit healthcare system
- Located throughout western Wisconsin, northeastern Iowa and southeastern Minnesota caring for patients in 19 counties
- A regional referral center
- A teaching hospital with 325 beds and a Level II Trauma and Emergency Center
- Repeatedly named among the top 50 hospitals in the nation, placing us in the top one percent
- The designated western clinical campus for the University of Wisconsin School of Medicine & Public Health
- Environmentally responsible - the first health system to achieve energy independence in October 2014

Gundersen Health System is where caring meets excellence through a comprehensive health network of wholly owned services and regional partners. It's where nationally recognized quality meets dedicated, compassionate professionals, caring for patients in all stages of life.



## Part One

# EXECUTIVE SUMMARY

Healthcare systems are patient-centered.

Other costs, indirectly related to patient care, continuously come under the microscope to determine how these functions can be accomplished most efficiently to lower the cost of care for patients.



“ In so many different areas, DigiCOPY has been a strong partner and we keep identifying more and more opportunities as we go. ”

Gundersen Health System  
Marketing Department

Printing costs are one such function. Under the umbrella “printing expenses” are fleets of printers and other devices, storerooms of paper, administrative paperwork and time investment, mailings, forms and marketing requirements important to serving the needs of patients.

To reduce these “other” costs, Gundersen Health System partnered with DigiCOPY to provide more than just services, but real value to their patient-centered operations—and shared a business philosophy placing building long-term relationships at their collective cores.

Matched in purpose, a Gundersen Health System/DigiCOPY partnership began in January, 2008.

Strategically, DigiCOPY took a holistic view of Gundersen’s print needs, and as a team, discovered many cost saving opportunities that have evolved over the years, including providing Gundersen access to the latest on-demand digital print technology.

Gundersen’s partnership with DigiCOPY provides the latest technologies in digital printing and business solutions—maximizing the healthcare system’s efficiencies and freeing up human and financial resources to better serve patients.

## Part Two

# HEALTHCARE'S PRINT DILEMMA

Print needs continue to grow in healthcare.

The healthcare industry is the highest user of print. Complex requirements due to HITECH, HIPAA, the Affordable Care Act and the transition to ICD-10, show clear yearly increases in hospital printing, on their own multi-functional printers, by an average of 11 percent.<sup>1</sup> Many patients still feel more comfortable with hard/paper copy, rather than going online for their information.

Because the demands on their own multi-functional printers won't change, Gundersen looked to other options for managing print costs—and determined that some of their routine, mainstream print tasks could be handled by partnering with DigiCOPY to provide on-site management of their internal print shop.

Watching the daily workflow gave DigiCOPY a unique position to see Gundersen's printing environment from the inside out. It didn't take long to "connect the dots" and see that they could place far more value on the Gundersen table related to printing and other business solutions.

## Part Three

# CHALLENGES TURN INTO SOLUTIONS

Printing, for most businesses, is not their core competency and they would rather be working on their strategic initiatives. Responsibilities for troubleshooting printer issues often land on the IT department and constantly drain time out of their work day. Businesses also grapple with multiple vendors for printer hardware and supply needs.

DigiCOPY's customized strategy provides more control over patient privacy and increases transparency with expenses. Gundersen Health System only pays for prints used and no capital expenditures are outlaid.

**“ DigiCOPY has brought several overlooked opportunities to our attention and offered solutions. ”**

Shawn Stevenson, Gundersen Health System Marketing Manager

## Part Four

# PRINT SOLUTIONS FREE UP PEOPLE AND RESOURCES

Partnering with DigiCopy offered Gundersen a “fresh pair of eyes” to discover new cost saving opportunities, helping to lower cost, improve efficiency and turn-around and enhance reporting and customer service.

It’s the little things that can make a difference. DigiCOPY’s print expertise brings efficiencies like:

- Consulting on paper type, paper sizing, binding and other ways to improve product and reduce costs
- Building online systems to manage ordering and printing jobs
- Establish print on demand efficiencies to reduce inventory and duplication

“ Print is not our core business. Mail is not our core business. Any time we can partner with an expert—that is a win-win because we don’t have to worry about all the details. DigiCOPY has that expertise. ”

Gundersen Health System  
Marketing Department

As the Gundersen/DigiCOPY partnership approaches a decade, they’ve expanded many existing services and are making plans to add others.

The best way to see the value of their partnership is through Gundersen’s own words.

Sources:

1 - “Logicalis US IDs Eight Little Known Printing Facts Costing Hospital Millions of Dollars” 6/2015

## Part Five

# IN THEIR OWN WORDS: THE GUNDERSEN HEALTH SYSTEM/ DIGICOPY PARTNERSHIP

Our relationship with DigiCOPY is a true partnership. We appreciate their ability to analyze our operation and provide solid options for streamlining and saving costs. They have positively impacted many key areas of our system including: purchasing, accounting, marketing, administration and mailing services.

All DigiCOPY services are backed up by training to help employees become as proficient as possible in a short amount of time. Questions are always answered quickly.

It's a team thing here and we're happy to say the value DigiCOPY provides is being passed on to the care of our patients. We've found cost savings through:

- Reduced labor costs
- Management partnering
- HIPAA compliance
- Inventory reduction
- Space reduction
- Postage reduction

How DigiCOPY services make a difference for us:

### **On Demand Printing:**

Minimum order restrictions filled our storage shelves with large amounts of material that often were outdated before we could use them. Now, we have the flexibility to order just-in-time quantities for everything from forms and brochures to invitations and letterhead.

## **Regulated Document Solutions:**

HIPAA compliance is critical in our industry. We now have a secure file transfer tool protecting data going in—and going out...the two most vulnerable times for potential HIPAA violations to occur.

Example:

When a physician leaves a department, we send notification letters to inform patients of the change. Even small things like placing a department name on the envelope or not securing the mailing list can be considered a HIPAA violation. Gundersen will always follow HIPAA guidelines to the letter, but with DigiCOPY's help, we are now more efficient in doing so.

DigiCOPY developed a way to integrate a specific department's confidential return code on the envelope to simplify mail routing when an envelope was returned. They've also been a great resource to learn more about the mailing process.

## **Mailing Services**

Our mailings can range from hundreds to thousands of pieces. We rely on DigiCOPY for getting the best postal rates, making sure the lists are clean and keeping track of the reporting on mail services. The transparency provides excellent data for strategy development and accountability.

Example:

Digital printing efficiencies mean we no longer need to store thousands of printed stock envelopes and other paper products. Just-in-time ordering has opened up 1,500 square feet on our warehouse floor that we're putting to better use.

## **Accounting**

Customized spread sheets work directly with our software. It's plug and play. Easy to use and reduces errors and staff time.

## **Facilities Management**

Initially, DigiCOPY set up and managed our internal print shop. Now we've totally switched over to virtual printing and that space is a copy center that DigiCOPY continues to manage. Only one commercial copier in Marketing remains.

## Online Ordering

Our staff says it's like having a site all our own to do online ordering. It's fast, user friendly and customized around our needs. Added to those benefits, we pay "no cost" for using standard features.

Online ordering has made the biggest impact on our organization through:

- Standardizing mailing requests.
- Brand consistency and corporate compliance.
- Efficient ordering and communication channels established.
- Email notification when jobs are completed.
- Customizable templates allowing users to make changes and save GHS designer time.
- Customers reviewing order history for budgets and making reorder easier.

Continuous cost savings include:

- Business card and specialized envelope ordering.
- Reduction of over 800 purchase orders annually.
- Elimination of a multiple step ordering process.

Simplified form processes for departments and outlying affiliates offer:

- Reduction of hundreds of POs for each facility.
- Detailed reporting for accounts payable.

Example 1:

On average, we need about 20-30 customized business cards a week. The process used to require several steps to accomplish and took about two weeks to get printed.

DigiCOPY's online tool gives us the capability to put in a designed template, proof it, get immediate approval, make the order and get it completed within an average of two days. Plus, our staff gains approximately 8 hours of work time per week to perform more valuable tasks. The program also keeps records of who, where and when the orders are made.

Example 2:

DigiCOPY is working with us on a tracking system for deliveries. The new streamlined process incorporates barcoding, allowing the purchasing department to know when the package is received, who requested it and assurance the order is complete.





## Fulfillment Services

This is a great service reducing hourly employee and management supervision time by having DigiCOPY provide the following:

- Operation and maintenance of an on-line purchasing website for customers.
- Answering customer service inquiries via phone, fax and email.
- Maintaining inventories for all printed and non-printed items.
- Managing vendor relationships including purchasing and storage of inventory.
- Expertly packing, shipping and tracking all packages.
- Fulfilling material requests for educational training and exhibits.
- Typesetting services as needed.

### Example:

Resolve Through Sharing® is a Gundersen Health System not-for-profit organization providing thought leadership and compassionate approaches to bereavement care. We deliver training and support materials to people caring for patients and families coping with dying and death.

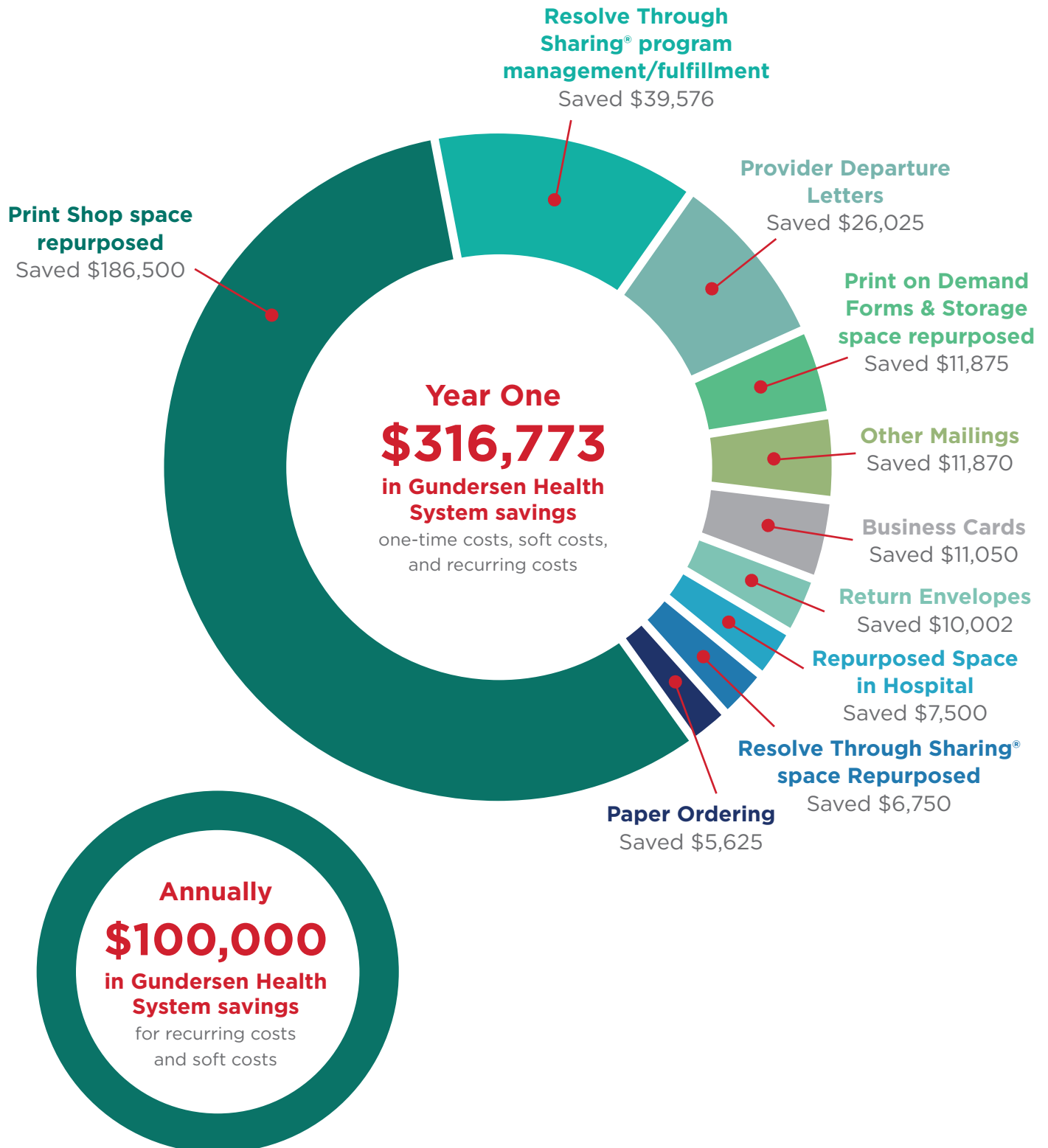
DigiCOPY organizes and maintains all electronic files and keeps a reliable inventory of printed and non-printed materials in their facility. There's no cost to us until a product is ordered.

“ We're deeply committed to the mission of Resolve Through Sharing® and feel honored to partner with Gundersen Health System in providing comfort to the grieving. ”

Craig Shuler  
DigiCOPY President & CEO

Part Six

## THE BOTTOM LINE



## Year One Savings Detail

Gundersen Savings Through  
DigiCOPY Partnership\*

### Savings detail

<b>Print Shop space repurposed (1500 sq ft)</b>	\$186,500	New use for repurposed space, saving \$15 per square foot \$104,000 savings in labor costs \$60,000 savings in equipment costs
<b>Resolve Through Sharing® program management/ fulfillment</b>	\$39, 576	Salary savings and materials savings
<b>Provider Departure Letters</b>	\$ 26,025	Labor savings, postage savings, material savings
<b>Print on Demand Forms Storage space repurposed</b>	\$ 11,875	New use for repurposed space historically used for storage, savings in cost per square foot 700 orders x \$15 per order saved
<b>Other mailings</b>	\$11, 870	Savings in postage for list management and bulk vs. 1st class rates
<b>Business Cards</b>	\$11,050	1500 orders x \$.70 per order saved 400 hours of salary savings
<b>Return Envelopes</b>	\$10,002	Purchase order cost savings Labor costs in re-routing mail
<b>Repurposed Space in Hospital (500 sq ft)</b>	\$7,500	New use for repurposed space, saving \$15 per square foot
<b>Resolve Through Sharing® space Repurposed (450 sq ft)</b>	\$6,750	New use for repurposed space, historically used for Resolve Through Sharing®, saving in cost per square foot
<b>Paper Ordering</b>	\$5,625	Savings in paper cost to Gundersen and no cost for logistics support

\*numbers calculated in concert with Gundersen Health System

## Part Seven

# CONCLUSION

### **Partnerships Thrive When Relationships are Built — It's a Win-Win-Win**

DigiCOPY believes a business thrives when long-term relationships are at its core. To that end, we strive to take every opportunity to provide Gundersen with services that offer lasting, real value. Gundersen Health System is committed to building long-term relationships with patients in its service area. DigiCOPY is committed to building a long-term relationship with Gundersen Health System.

It truly is a WIN-WIN-WIN.

A WIN for Gundersen Health System

A WIN for DigiCOPY

And most importantly — a WIN for Gundersen Health System patients and customers.



DigiCOPY, with locations in Stevens Point, Wausau, Eau Claire, La Crosse, Green Bay and Milwaukee, is the premier digital printer in Wisconsin.

In building long-term relationships with customers, they provide the highest quality document solutions and share the latest digital technologies and solution-oriented attitudes of co-workers.

Their knowledge of timely and efficient production methods, and high-level customer service, guarantee your satisfaction.

They value independent thinking and teamwork from co-workers in the DigiCOPY family and promise involvement, quality, opportunity and charity to the communities they serve.

## Locations

