# Healthcare Case Study
# University Community Hospital



**UNIVERSITY COMMUNITY HEALTH®**

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| INSTITUTION | University Community Hospital |
| BUSINESS SEGMENT | Healthcare |
| PRODUCT | Label printers (**X710 Series and GL412 Series**) |
| CHALLENGE | HIPAA and JCAHO compliance |
| | Inefficient patient registration processes |
| | Wasteful and inefficient embossing and laser technologies |
| SOLUTION | Customized thermal barcode label solution |
| | Improved patient safety and privacy with reliable 2D barcode labels |
| | Cost and waste reduction with direct thermal technology |



**X710**



**GL408e**

# Case Study

## INSTITUTION BACKGROUND

University Community Hospital (UCH), based in Tampa, Fla., is a 431-bed facility that is home to five Centers of Excellence. The Centers of Excellence focus resources on cancer treatment, women's health, pediatrics, diabetes management and orthopedics and offer patients access to the most advanced technology and treatment options.

## THE CHALLENGE

UCH had been using an embosser solution to produce chart labels and thermal barcode printers to create wristbands for patient-admitting processes throughout its many healthcare facilities. UCH was considering moving to laser printing for all its barcoding needs in admissions, but was concerned that once the toner ran low and barcodes were not scannable, the staff would have to manually integrate the data into the new document imaging system, where information that is not electronically included is scanned into patient records. Further, laser printers could only produce entire sheets of labels, which would prove wasteful when only a few labels needed to be printed.

UCH needed one- and two-dimensional barcoded wristbands and labels for improved patient identification processes, including bedside point-of-care. This would enable UCH to increase productivity and efficiency; guarantee patient safety by barcoding all patient identification paperwork, including patient wristbands and medical charts; and reduce cost and waste.

The UCH project manager also needed the printing solution to be easily functional to ensure clinicians would not be distracted from their foremost responsibility of delivering quality patient care.

## THE UNIVERSITY COMMUNITY HOSPITAL SOLUTION

OKI Printing Solutions teamed up with FormFast, the fastest-growing forms automation provider in the healthcare space, to create a custom barcode solution suitable for the customer's printing needs. DataRay joined the team in a consultative manner to help integrate the FormFast software solution with UCH's current system.

The custom label design would accommodate four labels horizontally in a row of the label media, thus providing more convenience for chart label storage and increasing the life of the printhead by 44%, as compared to the former continuous label design. The new barcode label was also designed to be three inches wide to hold all of the necessary patient information, giving UCH the ability to transfer patient records to electronic form. OKI Printing Solutions, together with technology partner DataRay, developed an ROI analysis versus the laser and embossing technologies to demonstrate to UCH which print technology solution would deliver the most value from a cost-per-label perspective. The analysis showed that the laser barcode printers would cause UCH to incur unnecessary cost and paper waste. Conversely, the custom-designed three-inch, four-across thermal labels would significantly reduce paper waste and reduce the cost associated with purchasing ribbon. The analysis proved that migrating to direct thermal media would offer the label at the lowest cost point possible, which drove the decision for UCH to move from thermal transfer and embossing to a direct thermal-only printing environment.

UCH deployed OKI Printing Solutions products, together with the FormFast solution, to service 19 registration and clinical areas across four of its hospitals and nine of its clinic locations. The X710 Series desktop label printers were deployed to replace the embosser machines, offering a similar footprint and used to print labels in clinical areas. Further, the GL412 Series label printers were placed in the main registration areas to print patient wristbands and labels.

By eliminating the need for any type of ink, toner or ribbon for labels and wristbands, and significantly reducing the potential number of wasted labels, UCH was able realize a much lower cost per printed label and band.

## CONCLUSION

UCH deployed X710 and GL412 printers to reliably handle label and wristband printing needs throughout its numerous patient registration areas. OKI Printing Solutions, together with partner DataRay, fully trained the IT staff in the new technology. UCH requested a label solution that would be four across. DataRay worked with them to customize the label design to optimize the full four-inch printhead. As a result, the customer has made progress in moving to an electronic patient admitting process. UCH has improved productivity without the interruptions it previously experienced with the laser printers, and its clinicians have increased efficiency and achieved more reliable means to ensuring patient safety.

UCH cites OKI Printing Solutions' customer service and competitive price point as major advantages over the competition. UCH is currently rolling out the OKI Printing Solutions products with the FormFast solution to produce all patient labels and registration packets across its numerous healthcare facilities.

*"OKI's solution is a more reliable means to ensuring patient safety that has propelled UCH ahead of the EMR curve and is delivering ROI that blows away the previous admitting solution."*

*—Dorothy Hudson, Sr. Project Manager from University Community Hospital*

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**PRINTING SOLUTIONS**