

Document Outsourcing

Customer Profile

University of Wisconsin Hospital and Clinics is a 477-bed facility that ranks among the top 10 academic health centers nationwide. It was also listed among the top 50 of the nation's hospitals in five medical specialties in U.S. News & World Report's, "America's Best Hospitals 2007." Additionally, the hospital employs nearly 1000 physicians as well as more than 500 staff members (residents and fellows). UW Hospital and Clinics is recognized as a national leader in fields such as cancer treatment, pediatrics, ophthalmology, surgical specialties and organ transplantation.

Solution

Imaging, inserting and mailing of:

- Payroll Checks
 - Advices
 - Patient Statements
 - Outpatient Bills
 - Inpatient Bills
 - Collection Letters
 - Vendor Checks
 - Refund Checks
 - Patient Appointment Reminders
- Enterprise Document Management--SMARTworks® technology and Print Supply Chain Services

Results

- Implementation usually requiring six months completed in four days. (UW Hospital and Clinics' previous print and mail supplier abruptly closed its doors, with no notice... just days before payroll checks and bills were due.)
- Payroll and bills imaged, printed, inserted and mailed on time.

Benefits

- Payroll met seamlessly, as if (from recipients' point of view) there had been no emergency at all.
- Bills and patient appointment reminders also sent on time.
- Quality of printed items—from stock to readability—improved.

University of Wisconsin Hospital and Clinics



Hospitals and clinics are used to managing and responding to emergency situations. But most of the time, those are medical crises.

On a Wednesday afternoon, three days before payroll, patient bills and patient appointment reminders were due to go out, the University of Wisconsin Hospital and Clinics found itself in a business emergency it had never experienced and couldn't possibly have foreseen.

Its regional print and mail supplier for payroll, billing, and patient communications had gone bankrupt and abruptly shut its doors, with no forewarning or plan for completing pending print projects.

The University of Wisconsin Hospital and Clinics was suddenly without a print and mail supplier to image, print, insert and mail payroll checks and patient bills due to go out in just three business days.

Unless the hospital and clinics' Patient Business Services could find a partner, more than 1500 employees would not receive paychecks, and the billing system (and thus cash flow for the facility) would come to an abrupt halt.



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– Connie Kinsella
Vice President of
Patient Business Services

University of Wisconsin Hospital and Clinics

THE CHALLENGE

With their regional printer bankrupt, how could UW Hospital and Clinics’ Patient Business Services meet payroll and billing requirements?

That was the 911-level business challenge facing the organization, according to Connie Kinsella, Vice President of Patient Business Services.

“Fortunately, I was aware of Standard Register,” Connie said. “Standard Register was our national partner for producing forms. I went straight into action mode and contacted our purchasing department, and from there contacted Standard Register at 3 p.m. that Wednesday afternoon.

THE SOLUTION

Standard Register’s efficient, calm response included a full implementation of a print and mail system that didn’t just replicate the hospital’s defunct vendor’s solution, but improved upon it.

By Thursday morning, Standard Register had a dedicated team of three staff members on site at UW Hospital and Clinics’ Patient Business Services office. The four-day whirlwind timeline had begun.

Within hours, that team pulled together the resources of 45 associates from across Standard Register, including consultants from Implementation, Engineering, Manufacturing, Client Services, Sales and Technology.

The team drew upon Standard Register’s 17-year-long relationship with UW Hospital and Clinics as the provider of the organization’s print solution for forms. Standard Register’s team worked with UW Hospital to carefully review and understand the organization’s technical requirements and business needs.

“Standard Register’s response was effective and immediate,” said Connie. “I’ve never seen anything like it. We were truly in a situation where we needed heroism in order to stay in business! Until we found that solution, our revenue stream would come to an abrupt halt, and our employees would not receive their paychecks. The situation was that critical. But Standard Register did what I would have thought was impossible, specifying a transition that should have taken six months so that it could be done in four days--so that our internal print crisis would be resolved before it could severely impact the business of our organization and the lives of our employees.”



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Indeed, Standard Register’s team worked all day Thursday, Friday, Saturday and Sunday, with minimal breaks.

And thanks to Standard Register’s document outsourcing technology platform, and Standard Register’s commitment to customer service, by the following Monday, UW Hospital and Clinics’ Patient Business Services had a new print solution in place.

THE RESULTS

By Monday morning, UW Hospital and Clinics was able to use Standard Register’s document outsourcing solution to produce paychecks for more than 1,500 employees. By Tuesday, it was able to produce vendor payments, and by Wednesday—just one week after the original print and mail supplier shut down with no notice, thus creating an unforeseen crisis for the organization, it was able to produce patient statements, bills and reminder notices.

“We were so pleased with Standard Register’s service and professionalism and grateful for the outstanding effort to mitigate our crisis,” Connie said. “Standard Register immediately understood our situation and what it meant to us as a business. The responsiveness of Standard Register’s staff and its effectiveness in terms of delivering quality outcome in a, frankly, inhumanly fast amount of time was truly the most amazing thing I’ve ever been involved with in my career.”

Connie adds that the quality of the Standard Register solution was also much higher than the quality of the UW Hospital and Clinics’ previous solution.

“Even in the midst of helping us mitigate our emergency, the Standard Register team made suggestions that improved the appearance of our documents,” Connie says. “They are more aesthetically pleasing, more readable, and project a more professional image.”



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