

access. streamline. manage.



**SMARTworks®**  
By Standard Register

If you're like most healthcare marketers, you are likely to respond, "All of the above."

When you have responsibility for strategy, messaging, creative and implementation, along with your day-to-day communication responsibilities, there's little time to spare. You may rely on your agency for creative, but there's no getting away from all the details of implementation ... unless you engage Standard Register Healthcare as a trusted partner.

Standard Register Healthcare offers the resources, services and leading technologies to help you do more with less. We tend to the tactical details so you can focus on the big picture. At the same time, by drawing on nearly a century of expertise, we can show you how to implement quality programs more cost-effectively.



# SMARTworks®

By Standard Register



SMARTworks® Ordering Portal

## TAP INTO OUR RESOURCES TO ADDRESS UNMET NEEDS

When you're stretched to the limit but need to provide assistance to a service line or department, we can help you with:

- Quick turnaround on simple design requests.
- Promotional products for your next event.
- SMARTworks applications to upload ad hoc print jobs, e.g. presentation and training materials.

## Improve Brand Asset Management Across the Continuum of Care

With our SMARTworks® technology on your desktops, you have one central point for marketing brochures, posters and templates to support communications from or between your hospitals, ambulatory centers and physician offices. This convenient marketing storefront ensures your brand is consistently represented across all touch points — improving its power, preserving its equity and eliminating the confusion that occurs when people create their own marketing pieces.

## Streamline Ordering, Time to Market

Complemented by variable template technology and our national network of print centers, users throughout your organization can personalize and order approved marketing materials online without having to call on your marketing staff.

## Control Expenses, Establish Accountability

Importantly, we give you the means to maintain a tighter rein in marketing expense. By utilizing our variable print technology, you reduce both creative and inventory management expense. Plus, SMARTworks provides robust reporting to enable you to establish accountability by cost center and allocate expenses.

You also can tap into the expertise of our team of print concierges. They'll free you from the time-consuming process of sourcing the right printer for your unique needs. They spec, bid and buy printing to your specification, leveraging capacity in the marketplace to assure you receive the most competitive pricing.

“It's no longer about working harder. It's about working smarter. SMARTworks® helps us do that.”

– Corporate Manager,  
Marketing and Communication

## Advance Your Reputation

Standard Register Healthcare is a recognized leader in managing healthcare information and communications. You can rely on us to elevate the brand experience and enhance communications for your stakeholders — patients, staff, physicians, benefactors and the community at large. We provide you with the resources and technologies that improve performance and control costs, advancing the patient experience and your reputation.

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 **Standard Register®**  
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