



web-to-print for the win

manage documents with on demand technology

a case study featuring

Pixa's Online Print Center

organization

Healthcare Provider

This Arizona based organization (who shall remain nameless) provides resources for health care through multiple clinics located across the state.

Their greatest need is to provide accurate information that allows patients & families to make informed decisions about their healthcare.

They came to Pixa for a winning web-to-print solution.



objectives

Create a system that would:

- *Maintain the brand integrity*
- *Ensure compliance of all forms used in the field clinics*
- *Reduce the number of labor hours needed to manage the form ordering process and fulfillment*
- *Ensure a minimum amount of document waste by ordering only what is needed.*
- *Allow billing by cost center and give real-time visibility to usage level and form velocity*

challenge

This healthcare organization merged two regional organizations into a state-wide healthcare system.

During integration, they realized they faced several significant communication issues.

These issues included:

- A lack of consistency in medical forms used in each of the field clinics
- A lack of compliance to both organizational standards and governmental regulations relating to these forms
- Issues related to version control and branding
- A significant payroll investment in ordering and managing documents
- A need to create a decentralized ordering system that would still maintain all standards of the printed material
- A need to decrease time from order to fulfillment and delivery

Talk about merge madness!

Ordering documents online is easy and I feel satisfied to receive the forms in an efficient manner, which reduces waste. Everyone at Pixa has been very helpful to work with.

-Clinic Administrator

Web to Print for the win!

solution

Pixa conducted an in-depth, three-step analysis to better understand the specific needs of each group of stakeholders & internal customers.

1. The first phase was a document inventory to identify all communication documents used by field clinics. Pixa worked with the client to ensure that we had accurate usage volumes on each form. We also collaborated to ensure each form had a document control number and revision date.
2. The second phase was a survey of all center administrators who ordered and used the forms on a daily basis.
3. The final step was to meet with administrators to clearly understand the requirements for billing and compliance.

Ta Da! ***The Pixa online print center was born!***

It served as a custom branded, confidential and secure environment for managing all organization documents. Featuring a simple point and click system, it allowed users to view documents, add items to their shopping cart, view order history and select shipping locations.

It also provided:

- An online library of all mission critical documents
- A secure system to view and order documents
- Access to the most recent version of forms to the entire field organization
- Confidence that users are ordering the correct documents
- Mobile capabilities

results

HIGH DEGREE OF BRAND CONSISTENCY

*thanks to a central repository for all documents**

**This is important from both a branding perspective, and more importantly on a compliance level.*



Soft Savings

The automated solution is projected to save 500+ labor hours over the course of the agreement.



Reduce document obsolescence by

15%!



Document access is available

24/7!

Estimated Savings:

\$80,000



oh, hey there!

Allow me to introduce myself...or should i say selves?
Pixa is actually split into two mini brands, Pixa Creative & Pixa Direct.
Two is better than one, right? We like to think so.



Our super skilled marketing department, where we combine talented design with innovation and execution.



STRATEGY
& DESIGN



LEAD
GENERATION



DONOR
NURTURING

thinkpixa.com



Our print and mailing house where we're known for direct mail marketing, variable data print and our web-to-print solutions.



PIXA PRINT
PORTAL



CORPORATE
PRINT



DIRECT MAIL
MARKETING

pixadirect.com

Think Pixa, your local full-service marketing & print resource