


A close-up portrait of a man with a mustache, wearing a dark suit, white shirt, and a red tie with a complex geometric pattern. He is resting his chin on his right hand, looking directly at the camera with a slight smile. The background is blurred, showing what appears to be an office setting with a window.

Working Smarter

"As we migrate to a one-stop electronic shop for stationery and supplies, SMARTworks™ fits in nicely as a first step."

— Philip M. Mingin, corporate vice president
of procurement and corporate services,
Gentiva Health Services



*Using too many vendors
to issue a card program
can cause unnecessary
headaches.*

You know the game: XYZ company says they can't get your cards imaged until next week. Which delays your package designer's schedule. Causing the distribution company to miss its deadline. It's a major headache. One that can be avoided by partnering with the only card services company that can handle everything from packaging to custom imaging to distribution: Standard Register. With experience ranging from loyalty and gift cards to membership and security cards, we can deliver a successful card program at a value that's second to none. And thanks to our exclusive SRC ACCUTRAC® software, you don't have to deal with the frustration of lost cards or theft during distribution. All of which makes your card program anything but a royal pain. For more information, call us at 1-800-755-6405. Or visit our web site at www.standardregister.com.



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Spring 2000 Number 151

P.S. Magazine is published by Standard Register.

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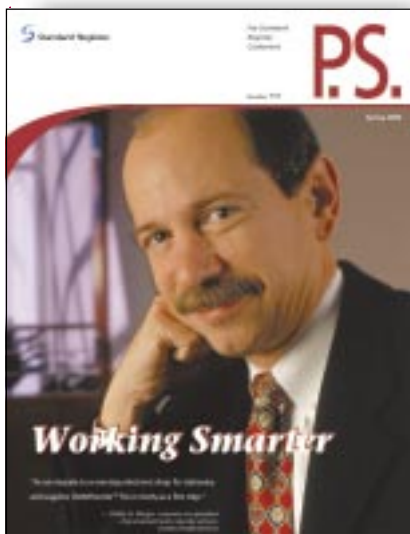
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Subscription requests and address changes should be sent to this address as well. Please include the label from the back page to ensure accurate changes.

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Printed by Standard Register



On the cover:

Philip M. Mingin, corporate vice president of procurement and corporate services, Gentiva Health Services

UpFront

Chances are your ability to manage information today is light years ahead of processes used just a few years ago. It's no longer "business as usual," as companies leverage every ounce of technical innovation to improve performance and gain a competitive edge.

Gentiva Health Services is proving it's no longer e-business as usual with Standard Register's SMARTworks®. Decentralized ordering of forms and supplies from a single vendor over the Internet has enhanced efficiency, flexibility and control in support of a centralized purchasing strategy. The technology platform's analytical capabilities, and inventory tracking and control systems are helping Gentiva make smarter decisions.

Winthrop hospital recently chose Standard Register's Patient LinkUp™ en route to computerized patient records. Electronic forms have replaced the cumbersome blue-card system.

Keeping pace with success and broad-scale growth, Consolidated Stores Corporation nearly doubled its printing volume recently by reinventing production processes with Standard Register. Technology has Consolidated and its price tags on a roll – make that a Jumbo Roll!

Fraud perpetrated with the help of technology is a constant threat. Protect your business documents with Standard Register's new graphic-intensive design features.

Technology is driving Paperwork Simplification in this issue of P.S. Magazine.

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As forgery becomes a more technology-driven crime, protect your documents with Standard Register's new graphic-intensive security features.

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E-commerce plays a major role as Gentiva looks to Standard Register as a central supplier and SMARTworks® for decentralized ordering and improved service.



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Less paper, legible documents, automated routing and more!

14. Tag – You're it!

After overhauling price tag label production, Consolidated Stores Corporation yields big savings of its own.



First-Rate e-Retailer

Although e-commerce offers consumers unparalleled convenience and selection, not all e-businesses are created equal according to J.T. Kreager, president of Columbus, Ohio-based Submit Order.com, which provides e-fulfillment strategic planning, e-retail distribution, customer response and business support. Kreager advises consumers to look for the following essential e-retailer characteristics for a superior online shopping experience before clicking the submit button:

- easy navigation and quality images for accuracy in product representation
- delivery guarantees with terms and conditions clearly identified
- e-mail and telephone customer service capabilities
- up-to-date transaction security with Secure Socket Layer, or SSL, identified in the site
- specialized options such as cards, packaging and recipient identification on the outside of wrapped packages to help ensure direct distribution
- thorough product return capabilities and procedures, most likely identified under the site's "How to Order" section

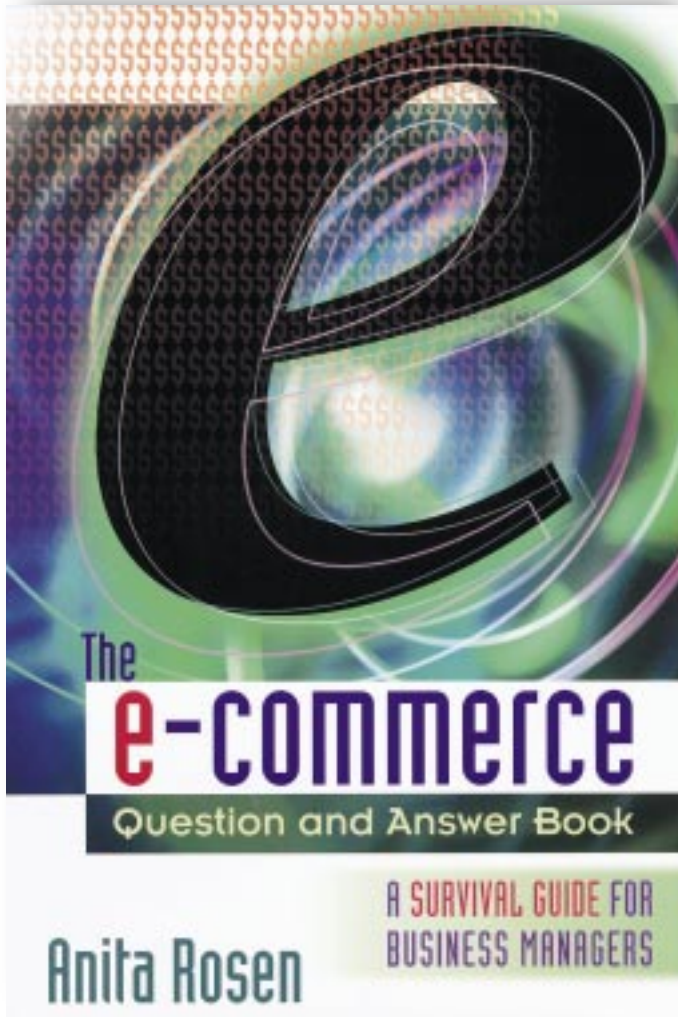
A recent consumer study by Andersen Consulting identified the top five online shopping motivators as:

1. free product delivery
2. on-time delivery guarantees
3. no sales tax
4. coupons/promotions such as "buy three, get one free"
5. customer assistance via a toll-free telephone number

Among the study's participants - experienced Web buyers who shopped online during the 1999 holiday season - 73% ranked Internet shopping the highest in terms of overall satisfaction compared to brick and mortar stores and catalogs. Web buyers identified the following top problems experienced when purchasing online - problems Anderson Consulting advises e-retailers must address through infrastructure improvements if they expect to prosper:

- out of stock items
- product not delivered on time
- paid too much for product delivery
- connection or download trouble
- no confirmation or status report received on the purchase

The e-Commerce Question and Answer Book



Available through the American Management Association at 1-800-714-6395.

E-business, e-trading, e-auctions ... There's no denying it, everyone is *e-namored* with e-commerce. And unlike most earlier trends, the e-commerce craze isn't restricted to the tech-heads in the IT department. Regular business people – whether they're responsible for purchasing, sales, marketing, fulfillment, customer service, or finance – need

to get up to speed on their e-commerce basics.

After all, there's a great deal at stake. Although market forecasters can't agree on exact numbers, **one recent report predicts worldwide Internet sales to grow from a mere \$300 million in 1995 to more than \$426 billion by 2002 – an increase of 140,000% in just seven years!**

That's the kind of skyrocketing growth that lights a fire under the haunches of corporate America. Nearly every company, of every size and industry, is aggressively pursuing a slice of the e-commerce pie. And they're expecting

business managers – not just computer experts and Webmasters – to actively participate in the planning, strategizing, and implementation efforts.

For managers, it's sink-or-swim time – certainly *not* the time to panic or despair. Instead, they can turn to *The e-commerce Question and Answer Book: A Survival Guide for Business*

Managers for fast, clear-headed answers to all their pressing questions:

- *From the basic* – Is anyone making money on the Internet? Is my product a good candidate for e-commerce? How do I develop a return on investment for e-commerce services?
- *To the technical* – Do I need to hire a programmer to create a Web page? What is the role of databases in e-commerce? How does encryption technology work?
- *To the truly puzzling* – What are cookies? How do you choose a turnkey provider? What exactly is data mining?

The book's question-and-answer format makes it easy for managers to get a brisk overview of the entire e-commerce universe. Readers can then stop at the questions that interest them for a basic summary of the key issues, or continue with the "Tell Me More" sections for in-depth discussions and specific advice.

For business managers who don't know the difference between a firewall and a fire hydrant – there are no more excuses for not having a firm grasp on the biggest development since the telephone. The e-commerce question and answer book is the one-stop survival guide they need for putting this powerful business tool to their competitive advantage.

New Design Features Strengthen Document Security

- Circular Microprinting
- Custom Screen Multi-tone Halftone
- Mirage Image™
- Satellite Image™
- Security Border Features
- Transmark™
- Visual Relief Printing™

Standard Register's unique additions to its line of security features help maximize protection against document fraud. Consisting of intricate graphics, hidden symbols, and microscopic shapes and text, these new design features combat fraud perpetrated using sophisticated document production equipment and graphic design technologies.

"When integrated with Standard Register's controlled security papers and traditional printed features, these design features establish the industry's most comprehensive layered security measures," states Frank Abagnale. (see image on next page) *A master forger 30 years ago, Abagnale today is a leading authority on document fraud.* In addition to lecturing extensively at the FBI Academy, Abagnale conducts Standard Register's fraud prevention workshops nationwide, sharing important safety practices and advising participants on how to best protect themselves. (see schedule on back cover)

"Anything a person creates another can counterfeit," says Abagnale. "Standard Register is helping companies take necessary precautions by offering security measures geared toward deterring graphic-intensive counterfeiting. These crimes are committed with increasingly greater ease today through access to logos and other images via the Internet and marketing materials. The ability to counterfeit documents by reproducing graphic images is now a constant threat. Anyone can professionally forge or counterfeit a wide variety of documents using state-of-the-art scanners, quality color copiers and high-resolution laser printers."

Brian Nicholas, Standard Register's manager, secure documents, agrees with Abagnale. "No single feature by itself is 100% effective," emphasizes Nicholas. "The introduction of these new security features establishes an additional layer of protection."

Layering many different security features spreads protection throughout a document. A typical document may also include secure inks, embedded chemical reactant "VOID" and have features such as laid lines (varied line patterns appearing on the back of a document) which deter cutting and pasting. Other features include artificial watermarks, visible only when viewed at a 45 degree angle, and Laser Lock®, a special



Frank Abagnale

coating that improves toner adhesion to prevent information removal. Additionally, Standard Register's secured disbursement systems ensure documents are produced and issued in controlled, secured environments.

"Design features combat attacks made using copiers, scanners or attempts to physically alter documents. They present opportunities to minimize liability from document fraud by offering avenues for auditing and authentication," says Nicholas.

Security borders, Mirage Image™ and Satellite Image™ require special optics for verifying document authenticity. This acceptance procedure offers a second line of defense that enables businesses to better protect documents. "The more identifiable and manageable your document issuance and acceptance procedures," explains Nicholas, "the greater control you'll have over fraud prevention and the less likely you'll be held liable should fraud occur."

AUTHENTICATE WITH THE MIRAGE IMAGE™, THE CUSTOM SCREEN SEAL, AND THE TRANSMARK™.



Visual Relief Printing™ - Designed to give the appearance of a raised or embossed image on the original document, Visual Relief Printing loses much of its three dimensional look when reproduced.

CERTIFICATE NON-NEGOTIABLE

Custom Screen Multi-tone Halftone - By replacing traditional dot patterns used in printing with lettering in varying densities, Standard Register prints your logo or graphic in a manner unique to the original document. Ideal for background or foreground images, Custom Screen Multi-tone Halftone - when used in greater detail - makes documents increasingly difficult to forge.



Microscopic "SRC" Pattern

Security Border Features - The use of white space to form a hidden image minimizes digital storage space over conventional intricate security borders when scanned. Your customized hidden image is viewable on the original document only through a special lens. The unhidden appearance on most color, and black and white copies, prevents fraud.

As seen through decoding lens.

STANDARD REGISTER

Transmark™ - Separate from image-based security features, Transmark consists of the same proprietary technology Standard Register uses to manufacture its See Thru Paper™ - a self-mailer featuring a translucent address window. Transmark takes this feature a step farther by introducing customized transparent design that is an inherent part of the document.



As seen when held up to light.

As seen through decoding lens.



Satellite Image™ - Using pantograph patterns, Satellite Image creates a hidden image of an image already appearing on the document. The hidden image is viewed using the same lens that is used for Mirage Image, however Satellite Image appears visible to the naked eye on most copies.

Mirage Image™ - Virtually impossible to find, Mirage Image is the strongest image-based defense against copying and scanning. This feature consists of a hidden image embedded in a flat tint and viewable only on the original document with a special decoding lens. Attempts to reproduce Mirage Image result in flat tint only.

Circular Microprinting - Often overlooked when counterfeiting documents, Circular Microprinting incorporates text into lines used for various geometric shapes.



ANY TYPE OF ALTERATION VOIDS THIS ORIGINAL STANDARD CERTIFICATE

STANDARD CERTIFICATE

As seen through decoding lens.

Technology is Crucial to Purchasing Strategy

BY SUSAN AVERY

"Technology, especially use of the Internet, is crucial to our buying strategy," says Philip M. Mingin, corporate vice president of procurement and corporate services, of Melville, N.Y. - based Gentiva Health Services, North America's largest provider of home health care and related services. "We can work with our suppliers to obtain the lowest costs, best customer service, etc. But if the ordering process is manual and cumbersome, it negates, to some extent, the other benefits. If we don't use new tools for supplier analysis, ordering of goods and services, booking air travel, we cost our company money in one way or another. The Internet is not the future. It is the present."

In a word, Gentiva's corporate purchasing strategy for computer equipment, software, and a host of other goods and services is standardization. By standardizing on the



Jim Leynse/SABA

Use of technology to standardize processes for purchasing PCs, software, and other goods and services helps forge strong relationships with preferred suppliers and reduce costs, says Philip M. Mingin, corporate vice president of procurement and corporate services, Gentiva Health Services.

acquisition of desktop and notebook PCs, servers, and application software across Gentiva's 400 North America offices, the company can forge strong relationships with preferred suppliers, reduce costs in such areas as hardware maintenance, and make ordering a simple process.

For 1999, Gentiva had revenues of about \$1.5 billion. Two of its largest expenditures are IT (information technology) implementation and corporate travel.

Corporate procurement, headed by Mingin, buys all the goods and services the company uses including biological and pharmaceutical items, which are the responsibility of the company's materials management department.

In place at Gentiva is a centralized buying system, with some decentralized ordering. "Our focus is on national programs that allow us to leverage the volumes of all the Gentiva divisions, and then allow

the branches, in most cases, to order directly from the supplier," says Mingin. This way, corporate assets (IT, furniture, copiers, etc.) are ordered through the procurement department, while stationery, office supplies, etc. are ordered directly by the branches from the supplier.

Mingin is responsible for developing and deploying strategic objectives for the Gentiva purchasing, materials management, real estate, facilities, and travel departments. These include: reduction of overall expenses, which he is accomplishing by increasing ease and flexibility of the acquisition system, helping to reduce administrative costs by shortening the purchasing cycle; and selection and implementation of systems/procedures which also result in hard and soft savings. Mingin manages and directs two purchasing directors, a corporate travel director, two facilities managers and an outsource real estate director. He reports to John Collura, executive vice president, CFO and Treasurer.

Prior to joining Gentiva, Mingin was assistant vice president, corporate procurement for Olsten Corporation, director of purchasing for the New York Times Company and manager of purchasing for the New York Times Newspaper. He's also held purchasing posts with Loral Fairchild Systems, Amerada Hess, Stone & Webster, and Diamond International. With

a degree in systems and practical experience in purchasing, his expertise lies in how the two work together.

Truly a circular process

Gentiva's purchasing department continuously strives to provide exceptional service to its internal customers. Here, use of technology for the ordering/tracking/payment process is key. "It's truly a circular process," says Mingin. "If you get folks to agree to purchase the same item, then get them to purchase it from the same source, you create leverage. You need leverage to reduce prices so everyone will agree to purchase the same item from the same supplier. Then, you need to make the ordering as easy as possible, or no matter how good the agreement is, no one will comply. Let's face it. When you are in the trenches trying to place care gives the last thing you need to worry about is going through some lengthy process to get an item you need to run your business. Our job is to make this process as painless as possible so the branches can concentrate on their core competencies-selling flexible staffing solutions."

Anyone who can submit a request for purchase is a customer of the procurement department. This means all the corporate departments as well as several people in every branch comprise of more than 6,000 customers at any given time.

Purchasing's value add

Mingin keeps close tabs on buyer performance. In October, during the budgeting process, procurement plans out its strategy for the coming year. Each area submits a plan based upon its individual commodity and technical needs. "For example, one of our goals this year is an enterprisewide software licensing agreement," says Mingin.

"This would help to lower our costs, erase the need to cut POs for each purchase of software, and also ease the budget process in the field. Now, each branch counts up the number of PCs on hand, estimates how many they will need the following year, and uses a simple multiplier to determine the budgetary amount. Each of our agreements must include hard dollar and soft dollar savings. In this example, we estimate \$3 million in hard dollar savings over three years, one invoice per quarter, and not releasing 3,000 POs for full or upgraded licenses. We have a manager's meeting once a week and review various projects, so everyone knows what everyone else is doing and the progress made to date. These objectives are then tied to the individual bonus for each person."

To select a supplier, procurement begins its process with the end user. When procurement determines a need for an item or service or a need to change the current supplier, the



buyer talks to those directly involved with using the item or service. "They usually know all about the competition for that product/service and can help greatly, says Mingin. We then research the commodity and all potential suppliers through the Internet. It is absolutely amazing what is available online today. We also use the D&B SAM application (Supplier Assessment Manager) for additional information including financial stress score, etc."

Those suppliers best able to provide goods and services to Gentiva nationally exhibit these characteristics: understanding, patience, and capability to adapt at lightning speed. "They also need to know us and how we operate, and we need to know the same," says Mingin. "For example, our office-supplies provider conducted an ABC analysis of our ordering patterns, return rates, etc. By working with them to achieve goals in these areas, we've helped to lower their

there are clear lines for escalation of an incident, says Mingin. "Constant communication is definitely the key to success."

Drawbacks to a single-source arrangement arise from complacency-not just from a supplier, but from both parties. "When things are running smoothly, you may have a tendency to relax a bit too much and just let the process roll. In my opinion, when things are running smoothly it is time to determine what the next steps should be to further reduce hard/soft costs, reduce cycle time, develop different ordering methods, look for new product offerings, etc. You won't have time to deal with these issues when you are in crisis mode." Supplier performance is measured by consistency of quality of products/services, order/delivery times, pricing, and customer service responsiveness/conflict resolution.

Crucial to Gentiva's strategy for its business forms purchase are tools provided by Standard Register. These tools help the staffing services company reduce obsolescence and duplication of the forms it regularly purchases.

Mingin's staff looks for a company that's innovative-maybe not in what they supply, but how they supply it and the value add that comes from working with the company. "We always look for central electronic billing, ease of ordering for our customers, electronic reporting, and excellent customer service," he says. "We look for tools to assist us in analyzing the business we give them, and hopefully, the business they give us."

administrative costs and they, in turn, lowered our prices. When we had a less-than-smooth rollout with another national supplier, they brought in additional QC resources and addressed the problems before they got out of hand. They also sent a letter of apology to every branch with a discount coupon for their next order."

Working with a preferred supplier makes it easy to handle positive or negative issues when they arise, as



E-commerce helps manage the business forms purchase

Crucial to Gentiva's strategy for its business forms purchase are tools provided by Standard Register. These tools help the staffing services company reduce obsolescence and duplication of the forms it regularly purchases.

Gentiva's relationship with its forms supplier began with its purchase of letterhead and envelopes eight years ago. Since then, the company has been nurturing this relationship. Now, the two are strategic partners. Standard Register provides Gentiva with about 90% of the forms it uses. Gentiva also recently started to use commercial print services offered by the forms supplier.

Standard Register provides a dedicated support team to Gentiva. This includes a complete customer service team to handle field inquiries; form designers to assist in product analysis, design, and revision; and a management team to assist in inventory and obsolescence control.

With forms-use analysis, the two have been able to reduce obsolescence and increase inventory turns, which has significantly reduced Gentiva's costs for production, storage, and distribution. Gentiva expects to eliminate about 80% of Standard Register one- and two-ply 8 1/2 -in. x 11-in. cut sheet forms. This will help cut the cost of paper, printing,



warehousing, handling, delivery storage, and destruction of these products by transferring them to print-on-demand or just-in-time printing.

Mingin's staff is also responsible for development and deployment of new and existing procurement-related systems, including the department's intranet site. His staff also manages the company's forms program.

Another of Standard Register's tools Gentiva is implementing is the company's e-commerce ordering, tracking, and inventory-control system, SMARTworks®. This system helps to improve service to the company's field offices by allowing each office to order directly from the forms supplier's distribution centers, which cuts down on process time. It also gives Gentiva the flexibility and control of having certain forms print out at the desktop.

Gentiva's company intranet links directly to the SMARTworks site. The site feeds and retrieves inventory and ordering information directly into and out of Standard Register's internal inventory control system known as Prism.

E-commerce is going to play a major role in the future of purchasing at Gentiva, says Mingin. "As we migrate to a one-stop electronic shop

for stationery and supplies, SMARTworks fits in nicely as a first step."

Gentiva uses SMARTworks to order products in inventory at Standard Register distribution centers. Products can be produced by Standard Register, by a third-party supplier, or just-in-time print facilities. The site also allows Gentiva to print forms at the desktop and to download and print marketing materials that can be customized for each field location.

Gentiva's company intranet links directly to the SMARTworks site. The site feeds and retrieves inventory and ordering information directly into and out of Standard Register's internal inventory control system known as Prism.

All Gentiva offices will have at least one sign-on for the SMARTworks ordering system. Some employees called "content owners" have capability to monitor inventory levels

for their products. They also have capability to upload new/revised products into the electronic library, ensuring that the most up-to-date version is always available for use.

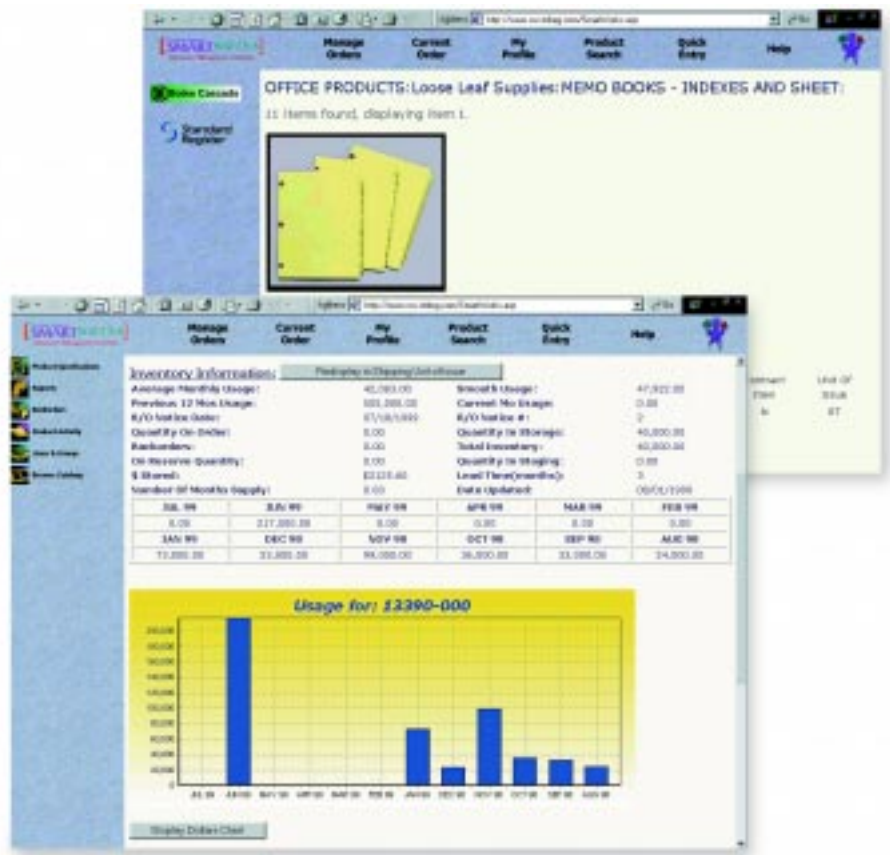
Offices are able to requisition directly from the site. The system's search feature allows users to find what they need by form number or description. The product catalog has a thumbnail image that shows them exactly what they are ordering as well as how and when to use each item. The manage-orders feature allows the user to follow the status of the orders submitted from the initial order entry and e-commerce helps manage the business forms purchase, the issuance of a bill of lading, to the shipping and delivery of the order. The tracking feature is a direct link to the UPS Web site and carries the bill-of-lading number to show when the products shipped, where it was delivered, and who at that location signed for the package. A printer icon enables users to print right at their desktop. Standard Register ensures that all of these printable items fit within Gentiva's corporate standard.

Reporting features will allow offices to monitor how much of each product they use, which helps them to reduce the amount of times per month they need to submit orders. The approval feature allows for management oversight to ensure that offices are not ordering unrealistic amounts of forms.

Controls built into the system ensuring corporate standards are met and that offices cannot print excessive amounts of forms is one advantage to using SMARTworks,

says Mingin. "And, by using the electronic forms library, offices are sure to receive the most up-to-date revision of any product."

Still, some of the site's more exciting functions are at the administrative level, says Mingin. Capability to customize some of the features, as well as the adhoc reports, helps Gentiva management fully realize the cost benefit of SMARTworks and other e-business systems.



SMARTworks® is the only comprehensive Internet-based document management and electronic commerce service of its kind on the market.

At this time, Gentiva does not use SMARTworks to order products from other suppliers, a capability which this system provides. However, "we are looking at SMARTworks as an online ordering site for several national account suppliers that would meet Gentiva procurement policies," says Mingin. Other products may include customized letterhead, envelopes, and office supplies.

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Electronic Registration Replaces Blue-Card System at Winthrop

Winthrop-University Hospital's transition from an old labor-intensive standard, the blue-card system, to state-of-the-art electronic-based patient admissions is paying off.

The 591-bed teaching facility located on Long Island, in Mineola, New York embarked on a three-year implementation project after choosing Standard Register's Patient LinkUp™ solution in 1997. Winthrop will print complete admissions kits as part of patient registration.

Amy Wolin, Winthrop's director of patient access services, puts this leap into perspective. "Transforming our admission forms process to the Patient LinkUp network that ties into our mainframe involved much more than just changing work procedures," explains Wolin. "We needed buy-in throughout the hospital – a major undertaking when considering how many departments and personnel touch a document."

Other factors were considered as well, such as printer space, budgeting for toner and supplies, and monitoring against waste. "We even established a backup off-line system in case our mainframe goes down," Wolin states. "You need to support electronic documents without the interface from the mainframe. In addition, the system needs someone driving the process every step of the way."

(continued)



Preparing to print all clinical and registration documents through Patient LinkUp in phase two of implementation, Winthrop-University Hospital partners with Standard Register for system integration and migration of preprinted forms to electronic formats. Pictured from left: Lawrence Maggiotto, Winthrop director of information technology; Chris Damaskos, Standard Register account director; Amy Wolin, Winthrop director of patient access services; Michael Palen, Standard Register system sales representative.

Driving Change

Winthrop personnel operated as a team, involving decision makers from information services, nursing, admitting, risk management, and quality management. “Education is important for buy-in throughout the organization,” Wolin insists. “There’s fear of change and changing documents, therefore we involved every department that touches a document, developing a truly integrated implementation process. It’s hard to move the process without a committed team.”

When they were looking to decentralize registration, the Nursing and Registration departments initially began considering ways to streamline processes. So a team of staff members from Nursing, Admitting, and Management Information Services looked into various solutions, eventually choosing Patient LinkUp.

“We were fortunate that we had our computer network deployed pretty well throughout the facility,” states Lawrence A. Maggiotto, director of information technology. “Although Patient LinkUp presented a learning curve for us, the system tied right into the network and has resulted in a tremendous step up as far as implementing our long-range goal of moving the hospital to paperless medical records.”

Wolin knows first-hand that people are less apprehensive about change when they can see adjustments being made over time. “We did just that by breaking down the project into phases,” she says.



Phase one involved implementing Patient LinkUp at registration sites in admissions and the emergency room, transitioning from preprinted forms and equipment used with the blue-card system to electronic forms and multi-drawer printers.

Under the blue-card system, Winthrop staff embossed plastic cards with patient demographics during registration. They then imprinted the card information on as many as five different preprinted multi-ply forms using hand-operated credit card address-o-graph machines. The type of admission, inpatient or outpatient, required pulling together a series of

several different forms. Winthrop used the cards to complete additional forms as patients moved through the hospital. Cards had to be remade and reissued if lost. Additionally, the cards often left poor, sometimes illegible impressions on the third and fourth ply of the forms.

Easing the Process

When installing Patient LinkUp, Standard Register standardized all of Winthrop’s admission forms, converting them to electronic formats during phase one. Standardization established ease in identifying key information on different forms. “There were



"Through network printing we've minimized the number of printers needed at each location. We used to have separate printers for each type of preprinted form including message sheets, multi-ply forms, labels and Emergency Department records," says Wolin. "Now all documents are created from the laser printer so the clerk no longer goes to various paper bins to pull forms. Patient LinkUp prints registration kits, all documents simultaneously, with patient information included on the original printed page. And the appropriate kit is triggered automatically based on the type of admission."

Since completing phase one in June, 1999, Winthrop has streamlined the registration process through the elimination of preprinted forms, forms ordering and storage, and supplies otherwise needed for a variety of aging printers and card-processing equipment.

Winthrop-University Hospital's transition from an old labor-intensive standard, the blue-card system, to state-of-the-art electronic-based patient admissions is paying off.

many forms to contend with before the change," says Wolin, "Some were outdated or no longer in use."

Five-drawer printers now occupy countertops where plate and imprinter machines used to sit, and Winthrop has eliminated most preprinted forms in favor of network printing through Patient LinkUp.

Smooth Operation

"We now have the ability to move documents quickly through the hospital using Patient LinkUp and a network of 50 printers," says Wolin. "We're better organized and, with the elimination of preprinted forms, no longer need to use up or throw away old forms before making important

changes. Instead of updating separate documents from different registration kits, changes are made to one master electronic document and all kits are updated automatically."

With phase one complete, Winthrop has achieved its first set of goals according to Maggiotto, and the hospital is now half way to paperless medical records. "We've moved away from preprinted forms in our admissions processes. Patient LinkUp's effect on the clarity of patient information has been a very big plus as well as the additional space reclaimed after removing our old equipment." Maggiotto expects Winthrop's nursing staff to implement on-line charting in late 2000.

With Standard Register's help, Winthrop is presently converting nursing documents such as nursing assessments to electronic formats for automatic routing to printers on the network. Face sheets follow patients as they move through the hospital, giving Case Management and Medical Records among other departments more immediate access to patient demographics, clinical and insurance information.

"We've done some really nifty things without worrying if the area has the right equipment to support printing the form. Now we print any form in any department because most documents are plain-paper driven."

Tag - You're It!

Value-driven, Consolidated Stores Corporation not only tags lower prices, it lowers the price of its tags with strategic document management partner Standard Register.

Imagine opening a single retail outlet store and growing your business to reach Standard & Poors' Index 500 Company list in just 14 short years. Well that's just what Consolidated Stores Corporation did after opening its first Odd Lots store in Columbus, Ohio in 1983.

The company continues to defy expectations, and with continued growth, presently operates 2,550 stores nationwide with a presence in all 50 states, Puerto Rico, and Guam. In addition to Odd Lots, Consolidated operates K•B Toys, K•B Toy Outlet, K•B Toy Works, K•B Toy Express, Big Lots, Pic 'N' Save, Mac Frugal's Bargains•Closeouts, and Big Lots Furniture with more than 50,000 associates corporate-wide and \$4.7 billion in annual sales.

Despite its growth, Consolidated has avoided complacency. **You'll never see the proverbial "never-mind the details" attitude among this company's ranks.** In fact, it's Consolidated's continued flexibility in adapting to change and meticulous attention to detail that contributes so greatly to the company's consistent growth and profitability. This successful business approach is evident literally in the way Consolidated *labels* itself.

Value Days

Consolidated continues to find better ways to manage its operations, all the way down to the printing and distribution of its product price tag labels. Production of these tiny, seemingly insignificant labels is no small task. In fact, it's taken quite seriously.

"Price tags are essential for driving sales, particularly in the wholesale closeout retail industry where companies such as ours rely heavily on value communicated through comparative pricing," states Kirk Smith, Consolidated's manager of information systems operations and technical support. "Our industry



presents a treasure hunt-like atmosphere since we're selling closeout merchandise. When a product line is sold, it's gone, meaning we don't restock the same exact items. Price tags therefore must effectively shout the product price to customers."

Consolidated takes production of this document so seriously that the company conducts the majority



of tag label printing and distribution itself at its Columbus headquarters. Pricing for label printing includes the product prices and a bar code for scanning at checkout.

Prices are unique to Consolidated stores given closeout circumstances in which the company buys the merchandise outright. "Our price tags therefore don't require a typical retailer's Universal Product Code, the bar code used to retrieve product pricing from a central computer during checkout," states Smith. "Rather, all of our pricing information appears on and is read directly from the tag during purchase." The result is centralized pricing and tag production which enables control and consistency in pricing and valuable time savings for Consolidated store employees who may devote more time to customers. "Pricing our merchandise is as easy as placing a stamp on an envelope," adds Smith.

Everything Must Go

Consolidated prints its tags using blank die-cut labels with a preprinted color background and regularly collaborates with label supplier, Standard Register, to improve the labels and in-house printing processes.

Both companies put their heads together in mid 1998 and implemented an entirely new and profoundly more efficient approach.

Formerly, the labels were manufactured and supplied to Consolidated in cartons of 18-inch by seven-inch fan-folded continuous product. Consolidated then printed, boxed and distributed the labels enclosed in their respective product shipments to stores nationwide. This process required the work of three full-time operators who printed a total of 34 million labels annually from 6,190 cartons.

Consolidated's operators spent more than an hour a day opening cartons and loading labels into the printer. Document jams occurred regularly due to frequent printer loading and during attempts to run continuous feeds through the printer



Joey Curtis (left) and Marc Poland, Consolidated computer operators, splice a new 40-inch label roll onto the end of a current roll for continued printing. Consolidated prints 283 rolls annually.



Mark Milam, Consolidated Information systems operations supervisor, watches the labels pass through the versatile slitting mechanism. The sheet is slit five labels wide – once along each white portion – and refolded into individual stacks.

by splicing the end of one label stack with the beginning of the next. Clearing these jams sometimes took an hour or more. With each jam, Consolidated wasted valuable time, labeling materials and toner, driving up printing and maintenance costs as well as causing potential for serious printer damage. Additionally, Consolidated's operators devoted more than two hours each day to slicing the stacks five labels wide, once printed, and boxing each of the smaller stacks for warehousing.

"Given our anticipated future growth and the multitude of expenses that were tied to a very time consuming, not to mention, frustrating process," states Smith, "we simply had to find a faster, more flexible method."

(continued)

After conducting a document processing time analysis and work assessment accounting for a total economic impact, Standard Register proposed moving both label manufacturing and printing to 40-inch diameter rolls.

Led by George Downs, technical consultant for Standard Register's pressure sensitive labels products, the document management company worked closely with pre and post-processing equipment manufacturer, Energy Saving Products (ESP), to implement a fully customized solution. "Special modifications made by ESP to its standard roll unwinder and document out-feed folder combined folding and slitting into a single operation, which greatly increased production speed," states Downs. Standard Register's efforts to develop the precise document perforations enabled Consolidated to achieve uninterrupted label production. During the process, the labels are easily slit and folded into individual stacks along the perforations.

Consolidated's new process enabled a single operator to manage the same volume with ease, using just 283 rolls annually to print the same number of labels and eliminating aggravation, time and cost inefficiencies experienced when using the cartoned labels.

The rolls are received by Consolidated, and using ESP's unwinder, are processed through the company's new Océ Pagestream 372m printers, printed non-stop at high-speed, and automatically slit into five individual stacks for

immediate warehousing and distribution.

The new, versatile automatic slitter/folder is custom made for use with Consolidated's labels. Operating at print speed, the slitter/folder adjusts to accommodate a variety of business form widths.

When a roll is completed, the operator splices the end to the new roll and the printing process continues with minimal interruption.

Consolidated's efficiency increased by more than 407% under the new process. Equipment downtime, alone, decreased by 92%, and annually, Consolidated nets 1,285 hours (32 weeks) in time saved.

Consolidated's new, low-maintenance label printing process ensures that labels are completed on time, reducing the potential for costly overnight and hourly shipments and late arrivals.

Price Drop

Movement to Standard Register's 40-inch roll stock established more cost-efficient label production. Via the resulting lower purchase price, Consolidated saved more than \$16,000 annually for the same number of labels. Additionally, Consolidated achieved waste savings totaling \$12,000 annually through elimination of jams.



Kirk Smith (left) Consolidated manager, information systems operations and technical support, and Marc Poland, computer operator, evaluate the finished product before boxing and shipping.

Most importantly, Consolidated now has the flexibility to change information swiftly and easily standardize label production processes when acquiring new businesses or coordinating pricing among all of its stores.

Since implementing its new printing process, Consolidated has increased production from 34 million to more than 60 million labels annually.

"We're thrilled to have taken a cumbersome process, widely viewed as a hassle, and converted it into an efficient operation and unexpected strategic advantage," states Smith. "In addition to money and time saved, and an improved work environment, we've taken an innovative step toward accommodating our future growth."



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