

# *Flying the (Paper) Airplane*



*Delta Air Lines joins a growing list of industry-leading businesses relying on Standard Register as their preferred supplier for comprehensive print management.*

A close-up photograph of a hand holding a pen, poised to write on a document. The document contains a form with checkboxes and text, including "Page 1 of 2" and "C-ASSISTED PROJECT(S)". A calculator is visible in the background, and a large dollar sign (\$) is overlaid on the image, symbolizing financial management and strategic sourcing.

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On the cover:

*Standard Register digital operator, Audrey Bishop, manages documents for Delta Air Lines.*

### UpFront

Fold a piece of paper a few times and you can make it fly. Fold it again and you can even control its flight path. Amazing, the effect of such simple advancements. They're easy to do, yet typically mastered if you have the right information or a good partner.

From reshaping a piece of paper to refining business processes, you'll find the same principle holds true throughout this issue of *P.S. Magazine*. Standard Register is flying the (paper) airplane at Delta Air Lines through innovative print production and document management services. We've helped Delta refine its document production processes and chart a path in line with the airline's core business.

Whether you're charting new territory like Orange County Medical Center on page 12, or simply looking to refine existing management processes, Standard Register has the solutions that will reshape your business and help you navigate toward success.

We've embraced this concept by reshaping our business to your advantage. Standard Register highlights its new business initiatives in "Beyond Standard." So fasten your seat belt and put your tray table in an up-right position. Standard Register takes flight with Delta and more in this issue of *P.S. Magazine*!

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# Win on the Web

## Bolster Financial Service and Profitability

According to an independent research study, there are significant opportunities for financial institutions to increase their profits and revenues through enhanced online service.



Conducted by independent consulting firm, Celent Communications, and jointly funded by Onyx Software, Microsoft, and Genesys Labs, the study assessed the current state of financial institutions' capabilities to use the Web for sales and customer service as well as the quality and timeliness of their responses.

Researchers queried leading banking, brokerage, mutual fund, insurance, and Internet-only e-financial service firms nationwide and found that more than 56 percent of the top 150 financial service firms did not accept Web-based queries or respond to

e-inquiries placed online by potential customers.

"E-commerce may affect the way business is conducted, but it doesn't change the rules. Customers expect businesses to know them, regardless of the channel they choose to interact with a financial institution," says Onyx Software president and CEO, Brent Frei. "This universal challenge is driving the convergence of traditional and online financial services. Customer-centric e-business meets this challenge by enabling entirely new business models for financial institutions. With an effective approach to e-business that integrates both offline and online processes, companies can increase customer retention and acquisition as well as profitability, by offering personalized experiences and a precise focus on customer needs."

Celent Communications estimates that the financial services industry will spend nearly \$500 million developing and deploying Internet technologies — yet of financial institutions with well-qualified leads only 23 percent of those surveyed provided acceptable e-mail responses. Only five percent of all firms surveyed personally contacted the prospect via telephone to follow up on the opportunity.

Octavio Marenzi, managing director of Celent Communications, says that the Internet can significantly impact financial institutions' abilities to acquire new customers and cross-sell more products to existing customers. "No firm would place a customer on hold for five days before helping them; the Internet should be no different," he says.

According to the study, traditional financial service firms with a Web presence (bricks-to-clicks) actually fared better in response time and follow-up than Internet-only financial service firms.

"E-business is just business and cannot exist as a silo separate from the rest of the enterprise," says Mary Marks, director of financial services, Onyx Software. "It is one thing to have a Web site, but the opportunity in financial services today is to use the Web to improve customer relationships and hence, increase revenue. Firms must integrate their internal departments including sales, marketing, service and support with back office operations and extend that externally to business partners, prospects and customers."

Request a full report on the financial services study results by e-mailing [USEFSWhitepaper@onyx.com](mailto:USEFSWhitepaper@onyx.com).

# e-service



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

term profitability? Ron Zemke and Tom Connellan, co-authors in the best-selling *Knock Your Socks Off Service* series, provide a comprehensive,

Forget location, price, and product offering. *Service* is the key to winning on the Web.

Most companies, however, fail to “get it.” Nearly two-thirds of all online shopping carts are abandoned before checkout. What’s more, about half of all Web shoppers say they have stopped doing business with a company solely because of poor customer service.

What does it take for an e-commerce enterprise to deliver the consistent, top-quality service essential to customer loyalty — and long-

detailed, and practical blueprint in their new book, *e-service: 24 ways to keep your customers — when the competition is just a click away*.

Drawing on extensive research and rare shining examples of e-businesses — including Lands’ End, Dell, and Amazon.com — who are adept at building customer relationships rather than merely “acquiring eyeballs,” the authors present seven guiding principles for success. Throughout, they offer specific, ready-to-implement strategies for companies determined to grab and maintain the competitive edge. *e-service* explains precisely how to:

- **practice** easy-to-do-business-with thinking — focusing first and foremost on making the company’s Web site simple for customers to find and use.
- **personalize** the e-experience to capture the right buyers and strengthen brand image in the marketplace.
- **recover** from mistakes — quickly, effectively, and with style — and excel at transforming at-risk customers into not only repeat buyers, but publicists for the company.

*e-service* is an indispensable guide for any brick and mortar company eager to not only establish a Web presence, but thrive in the exploding e-market.



# Consolidated Graphics

*For all your document and print management needs, look to Standard Register as your single source for traditional business forms, on-demand, digital printing and now, top-line commercial printing via Consolidated Graphics' nationwide network.*



We've strengthened our ability to deliver world-class commercial printing and comprehensive print management services thanks to our recent alliance with Consolidated Graphics, Inc., the nation's fastest growing commercial printer.

Through Standard Register you'll receive high-quality commercial printed documents via Consolidated Graphics' nationwide network of 63 premier commercial printing facilities.

The nation's largest sheet-fed commercial printer, Consolidated Graphics stresses service and quality in the production of all varieties of marketing and promotional materials, from annual reports and promotional brochures to training manuals.

# LanVision



Through a mutual commitment to improving healthcare processes and efficiencies, Standard Register and LanVision have joined forces. Together both companies are helping hospitals and acute care facilities thoroughly streamline and automate patient information and focus on quality care while moving toward Electronic Medical Records (EMR).

Standard Register delivers front-end document automation solutions through e-forms, output management capabilities, and workflow coupled with LanVision's document image management and e-health applications.

Implement Standard Register's Patient LinkUp® Enterprise (See Page 14.) document automation solution to eliminate pre-printed forms and related expenses and improve efficiency. Then fully realize the

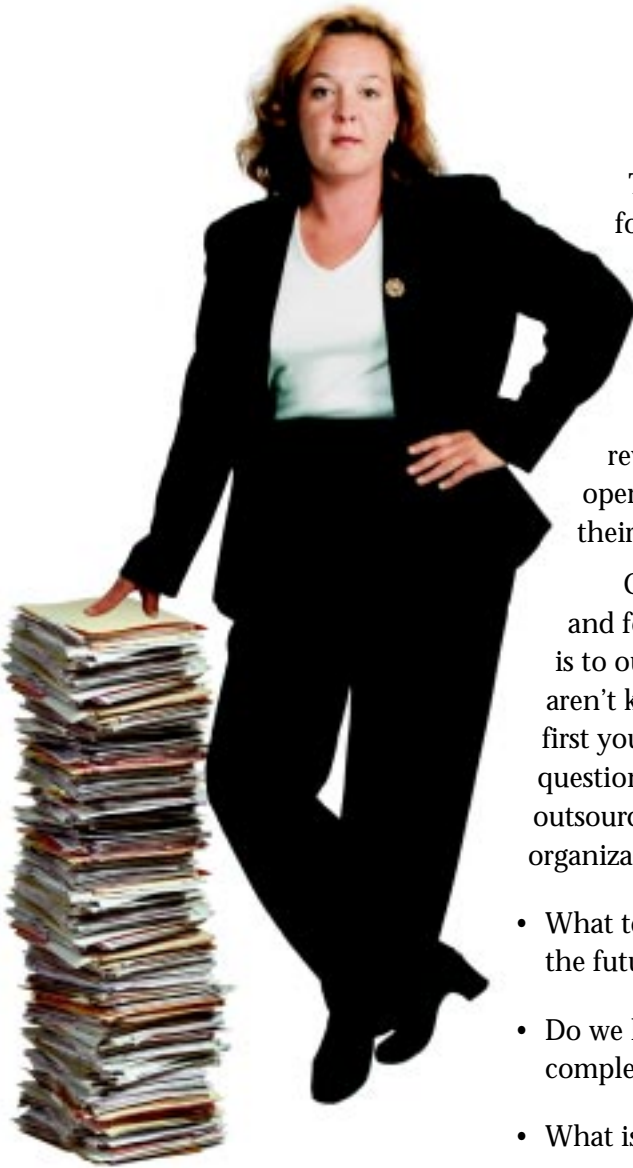


benefits of e-health information access by integrating Standard Register's systems with LanVision's EMR imaging, archiving and retrieval technologies.

**By combining both companies' solutions, you'll optimize the entire document life cycle — from the point of creation to document access, management and, ultimately, archival.**

# Strategic Sourcing

## Improves Performance



*Standard Register's Kyle M. Grogan has devoted 16 years to helping financial services professionals simplify information flow, increase operational efficiency and improve bottom-line performance through document management.*

The number one mandate for U.S. companies is “do more with less,” according to *Forbes*. In response to this mandate, financial service companies are actively reviewing ways to reduce operating costs and focus on their core competencies.

One way to reduce costs and focus on core competencies is to outsource functions that aren't key to your mission. But first you must ask the following questions to see whether outsourcing is right for your organization:

- What technology will we need in the future?
- Do we have the staff expertise to complete essential processes?
- What is our future focus?
- How will we fund growth to the delight of our shareholders and customers?

Outsourcing check and information processing has long been feasible for banks that can't afford to create or sustain a technology infrastructure. As outsourcing became a viable option for organizations, a new function and term has arisen — “strategic sourcing.”

Strategic sourcing incorporates an organization's strategic vision to determine which nonrevenue-generating functions to outsource to the best providers. Doing so strengthens a company's focus on its core competencies and optimizes its ability to achieve long-term goals.

Strategic sourcing is now used as a functional title in many organizations. People in purchasing departments are reinventing themselves as sourcing specialists. Strategic sourcing is more than just a name change. Its effect on an organization can be quite profound.

*(continued)*

Executives today face the complexity of procuring goods and services from multiple vendors. The role of the traditional purchasing manager — to bid for and buy goods and services based on price per unit — doesn't use volume purchasing as a tool for leverage.

A supplier should be able to lower the per-unit cost with increased volume. But price variation among vendors makes it difficult to budget or analyze costs.

Purchasing protocols vary tremendously among products. Therefore, the purchasing process for banks with multiple branches can be inconsistent, untracked, or unpredictable, leading to unknown



### *Strategic sourcing helps banks:*

- *lower operational costs • boost earnings • improve business processes*
- *relinquish difficult or nonessential functions to other providers*

baseline expenditures. Deciding which products and services to purchase typically is left to end users who negotiate separate deals in the marketplace. The result often is an inconsistency that hampers staff training and harms customers' opinions of your bank. And when various departments and branches negotiate separate contracts for goods and services, compliance may suffer.

Complicating these circumstances are external pressures such as competition, regulations, and the fast-changing pace of technology.

Strategic sourcing allows banks to streamline operations, reduce procurement costs, and focus more attention on customer service. Plus, strategic sourcing establishes consistent pricing, which simplifies budgeting and resource allocation,

and standardizes processes. In short, banks establish relationships with suppliers, which become partners rather than vendors.

Many financial service providers are analyzing areas of operation that traditionally have not been considered for strategic sourcing relationships. For example, three percent of a commercial bank's assets are used to purchase business forms.



Business communication and marketing collateral are easily double this expense.

Other functions that lend themselves to outsourcing include forms administration, printing, record retention, mailroom operations, and copy center duties.

In the case of business documents, banks should review two areas: operational documents and customer communications. Strategic sourcing can reduce paper usage and costs and improve customer communication.

A large financial service company in the Southeast reports its strategic sourcing initiatives reduced annual spending by \$800,000. But institutions of any size can realize hard dollar savings through strategic sourcing. For example, a bank with assets of a billion dollars may be able to save a considerable amount of money in both hard and soft dollar expenditures. These savings can be used to improve customer service and develop new products.

From a business communication standpoint, obsolescence of marketing materials plagues many financial service companies. Marketing materials often are ordered and printed in quantities that exceed demand. New printing technologies allow for smaller production quantities and highly personalized, targeted business communication. This enables banks

to tailor marketing messages, which boosts response rates while providing customers with a personal touch.

A document management supplier should be able to boost banks' performances and enhance

customer expectations, and improved competitiveness.

Changing business operations and re-engineering can create obstacles and reduce the effectiveness of a sourcing

*Functions that lend themselves to outsourcing include forms administration, printing, record retention, mailroom operations, and copy center duties.*

their customer focus by providing a comprehensive plan that:

- quantifies program goals.
- establishes baselines for business.
- identifies consolidation opportunities.
- streamlines how documents flow through the organization.
- plans for appropriate technology use.
- provides a smooth transition for the bank personnel and engages end users in the strategic sourcing process.

Regardless of what function a bank reviews for possible strategic sourcing, the end result should be an improved focus on core businesses, better customer service, reduced expenses, an ability to meet changing

relationship. But these obstacles can be overcome by clearly defining and communicating the goals and expectations of the sourcing relationship. Turn first to vendor/partners who have successfully delivered value to the financial marketplace. Keep in mind the vendor's range of services, personnel, performance, pricing, capabilities, and relationship management when determining strategic sourcing relationships.

Outsourcing relationships can provide a variety of benefits to help your bank achieve long-term goals and increase value to shareholders and customers.

With the right partner, outsourcing becomes strategic sourcing — which helps banks continue to strengthen their critical position in the financial services industry.

# Flying the (Paper) Airplane

Enter the south end of Delta Air Lines' Atlanta corporate campus, listen closely and you'll hear the hum and whir of non-stop high-speed printing and copying. That's a far cry from the exhilarating sounds of Delta aircraft taking flight at the airline's hub at nearby Hartsfield International Airport.

In an age of airline mergers, new regional startups, and scrappy small budget carriers, Delta remains steadfastly determined to rise above the competition with superior customer service. In a sense, it's a new age for Delta. The airline recently introduced a vibrant new livery design and a new corporate logo and signature supported by a brand new identity campaign. Additionally, Delta made a profound move toward focusing more intensely on the business it knows best – airline transportation and related services.

Flying 106 million passengers annually to more than 362 cities in 58 countries, Delta has relinquished the hum and whir of document production. All in-house printing and document management is now piloted by Standard Register.

Operating a Stanfast® digital print center on-site at Delta's corporate campus, Standard Register transformed the airline's former 10,000 square-foot print shop into a



*These flight study guides being completed by Standard Register digital operator, Audrey Bishop, are among many training and reference manuals that comprise half of the Delta Document Center's production.*

4,000 square-foot state-of-the art digital color, high-speed document production facility. Known as the Delta Document Center, the operation serves the airline exclusively, printing 18 to 20 million

pages per month. The center operates 24 hours a day, five days a week, and is capable of operating non-stop to serve Delta's 30,000 Atlanta-based employees and 73,000 employees world-wide.



### Delta's Dawn

According to Terri Glaze, general manager, corporate services for Delta Air Lines, several factors influenced Delta's decision to outsource the document center. "From a sourcing perspective we resolved to rationalize our supplier base and leverage the related spend to achieve cost savings," states Glaze, "More importantly, there were customer service issues and operational efficiencies that would help to improve our internal productivity."

Delta had operated its internal print shop for more than 40 years. The airline's existing production equipment could not meet the short lead times required by the company's internal operations. Additionally, demand for after-hours support increased due to critical project needs. Employees began seeking external assistance for color copies and expert advice on production methods to meet deadlines and budgetary constraints.

"In initiating our print analysis, we felt it was important to obtain input from print users across Delta," adds Glaze. "Therefore, we created a cross-matrixed team including high-volume print users and representatives from all the major divisions of Delta. Together, this team provided input regarding suppliers, forms management and future production requirements that were the fundamental criteria evaluated in making our decision to implement the digital document center. We chose Standard Register as our preferred print supplier based on their document management expertise and investment in digital printing technologies."

### With the Greatest of Ease

Backed by Standard Register's nationwide network of more than 30 Stanfast centers, the Delta Document Center enables the electronic distribution of files for

local production and delivery of customized documents to Delta operations coast to coast.

Digital production enables documents to be printed directly from a computer screen without using a pre-printed master document, or cut sheet, as a basis for reproduction. As a result, print jobs are programmed into copiers and high-speed printers, produced, and then stored in computer archives for future production or re-design. Digital capability allows for truly high-speeds, as there are no cut sheets feeding through equipment to be scanned or photocopied. Design and information changes are easily made



Terri Glaze,  
general manager,  
corporate services  
for Delta Air Lines





to the original document files when multiple printed versions are needed.

Whether receiving production orders from Delta employees as cut-sheet applications or as electronic files, Standard Register ensures a quick turnaround in graphic design, color copying or the high-speed printing of forms, memos, presentations and training manuals. Walk-up access to the Delta Document Center is managed by Standard Register's team of 30 sales, customer service and production professionals who also provide access to their company's extended total print capabilities. Commercial printing, personalized imaging, multi-ply form and label production are all provided to Delta through Standard Register with SMARTworks® (See page 3.) serving as Delta's electronic print management platform.

### Textbook Maneuver

Approximately half of all documents produced in the document center are Federal Aviation Administration (FAA)-regulated operations books, flight training texts and aircraft maintenance manuals.

"Our aviation manuals are one of the most important documents Standard Register produces," says Glaze. "We maintain and operate a fleet of 593 planes comprised of nine different kinds of aircraft, and the manuals are critically important to training our flight crews and mechanics who ensure safety through expert operation and repair."

Standard Register has a comprehensive plan to migrate Delta's manuals to a digital distribute-then-print environment by the first of the

year. "The electronic distribution of our manuals by Standard Register to the Stanfast center closest to our many outlying operations will ensure local production for timely, cost-effective document delivery,"

states Glaze. "Our savings will be derived from removal of distribution costs and tracking of lost shipments. Time gained through

this process will allow more dedicated preparation review and quality production checks prior to distribution."

FAA-mandated flight bid lines, or flight schedule logs, are another important document Standard Register prints for Delta. Each month, Standard Register has a 36-hour window to turnaround bid line copies totaling 2.6 million pages. More than 9,600 pilots and 20,120 flight attendants who serve aboard more than 5,299 Delta flights world-wide each day rely on the bid lines to select their upcoming flights.

To meet critical demand for production of these and other important documents, Standard Register relies on the Océ 8090DI DemandStream to help get the job done swiftly. At a speed of 744 pages per minute, the Océ prints, slits, cuts and assembles the printed sheets in order. Standard Register easily produces documents ranging from 1,612 11-page pilot information packages to larger two-sided aviation training manuals ranging from 150 to 250 pages.

### Happy Landings

“Based on Standard Register’s ability to migrate our documents to digital formats under its Less-Paper Strategy®, we expect administrative and project-related efficiencies and cost savings,” states Glaze. “There are many opportunities on the horizon for Standard Register now that the document center has officially opened for business at Delta headquarters.” Glaze emphasizes that future plans include investigating creation of a centralized digital library on Delta’s corporate Intranet to store forms and documents for employee use.

“As part of our supplier performance program, we will be tracking customer satisfaction and project success over the coming months,” says Glaze. “We’re relying on Standard Register’s expertise and advanced technology in producing documents while we focus our resources on serving our internal and external customers.”



*John Boatright, Delta Air Lines vice president of properties and facilities, (left) and Harry Seifert, Standard Register senior vice president, manufacturing operations, attended the document center’s June 23 open house. Delta employees toured the center and were introduced to Standard Register’s capabilities.*



# The Key to Success

By Janet Dunphy

Orange Park Medical Center CEO Robert Krieger swiped an idea from his fitness center that should ease patient registration.

*It's quick and cheap — \$1 a person. It could play a key role in attracting new customers. And it appears to be a first for Northeast Florida hospitals.*

Patients present a Tic Tac container-size card with their bar-coded social security number at the registration desk. A hand-held scanner reads the card, bringing up the patient's health record on a computer screen.

The medical center tested the process on Clay County residents and now markets it in Mandarin, which is where the idea originated.

## In good shape

When Krieger visited First Coast Fitness on San Jose Boulevard last year, he checked in by swiping through the scanner the miniature card on his key ring. His name, address, dues status, and last visit date popped up on the computer screen.

*"I saw this process and I thought, if you can do it for a gym, why not for a hospital?" Krieger said.*

The idea isn't new, he said, noting that local retailers Books-A-Million and Harris Teeter have been using similar cards. But he hasn't heard of it in healthcare.

Krieger doesn't want to keep track of a person's visits to the hospital or offer discounts on services.

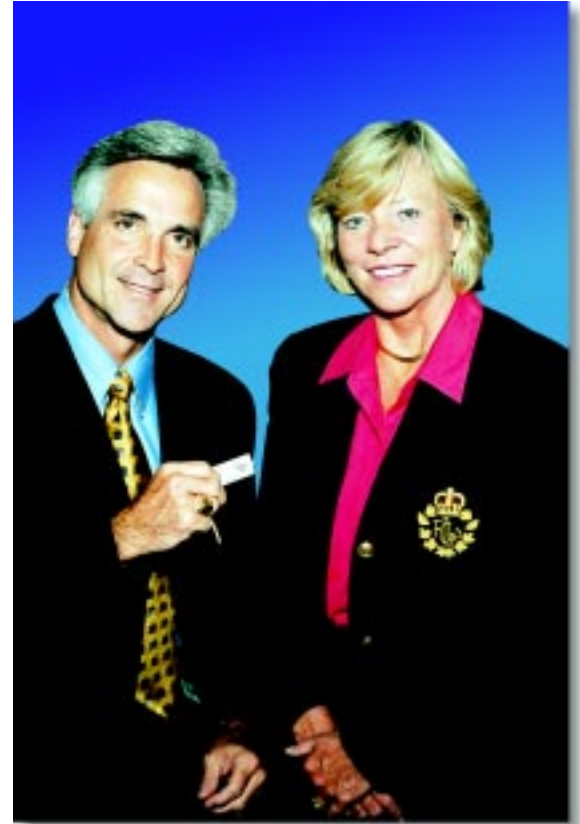
What he wants is clean patient records with accurate information so there aren't any hassles with billing and collection down the road.

*"I figure if you can get information right the first time, then you don't make mistakes down the road. In our business if you get the numbers wrong you don't get paid,"* said Krieger, mentioning birth dates and insurance policy numbers, for example.

The traditional way of registering a patient is by typing the same information — name, address, etc. — into the computer each visit to bring up a health record.

Krieger asked Margaret Wright, the hospital's director of business development, to research the idea for patient registration. The result is the 1-inch-by-2-inch Key to Rapid Care, which was put into service under a pilot program last year.

The key card is only being used in the emergency department, which does all the hospital's patient registrations after 5 p.m. But soon it will be expanded to all of the general admissions areas.



*Orange Park Medical Center CEO Robert Krieger and the center's director of business development, Margaret Wright, hold the Key to Rapid Care.*

Standard Register, a company based in Dayton, Ohio, with a Jacksonville office, is making the hospital's key cards.

Standard Register produces secured documents, such as printed checks, business forms, gift cards and phone cards, and contracts with many of the area's hospitals, including Orange Park Medical Center, to provide them with forms.



# Hospital Tries New IDs

"We have never done a key card for health care," said Holley Crouch, Standard Register's account manager for the medical center. "This was unique."

## Only game in town?

Baptist Medical Center, one of the region's largest hospitals, uses nothing similar to key card registration and has no plans for such a system, said spokeswoman Cindy Hamilton.

Krieger needed no permission from Columbia/HCA, which owns Orange Park Medical Center, to initiate the program.

But Wright said she has shared the idea with other colleagues throughout the company.

Crouch, who has the Columbia/HCA account locally, says the idea is generating some national interest. She won't pitch the idea to Memorial Hospital, Columbia/HCA's other Jacksonville hospital, or any other group without seeing long-term results.

So far, the Key to Rapid Care has cost about \$22,600, including brochures, postage, scanners and the cost of the keys.

"An investment of \$22,000 is minor compared to the equipment we buy," he said. "We just spent \$1.2 million on a light speed CT [computerized tomography] scanner."

## The process

Here's how the card works: Wright mails out bulk rate trifold cards with an explanation and a detachable, postage-paid application.

When the application is returned, the information is entered into the hospital computer.

Wright sends the forms to Standard Register, which produces the key cards with the Social Security number in bar code form on one side.

Then Wright mails two cards to each owner, instructing them to keep one on a ring and one in a safe place.

**If people have previously visited the hospital and already have records there, their files will appear on screen when their key cards are scanned. If they don't have an existing record, their key cards bring up the information from the application and a formal medical record is entered.**

Wright has mailed 22,000 applications to Clay County residents. About 1,800 have been returned. About 12,000 applications have been mailed to Mandarin residents, to be followed by West Jacksonville, Wright said.

Wright sees the key card as more than just an opportunity to verify patient information.



The key card can even get a person's lost keys returned, which is what happened when a woman lost her key ring at Orange Park Mall and it was returned to the hospital.

Yet Wright often encounters resistance from potential card-holders.

"Some people have expressed concern about giving out their Social Security numbers," Wright said. "People hold that number very closely."

Wright also has had to deal with some difficult logistics, including a staff that turns over 24 hours a day and disappearing computer terminals.

"It was not an easy process to figure out," she said.

More scanners will be added to the emergency department, outpatient center, wound care center and physical therapy, Wright said.

At the very least, Krieger feels hopeful the combination of convenience and accuracy will make the key attractive to the hospital's patients. "That's the beauty as far as I'm concerned."

*Reprinted with permission from The Business Journal, serving Jacksonville and Northeast Florida. (Issue: May 26 - June 1)*

# Patient LinkUp

## Patient LinkUp® Enterprise

Patient LinkUp® Enterprise is the only document automation solution enabling healthcare systems to comprehensively streamline and automate patient information and focus on quality care. Serving as a critical link between paper-intensive processes and Electronic Medical Records (EMR), Patient LinkUp Enterprise delivers consistent information in multiple formats, regardless of source, throughout healthcare enterprises and facilities.

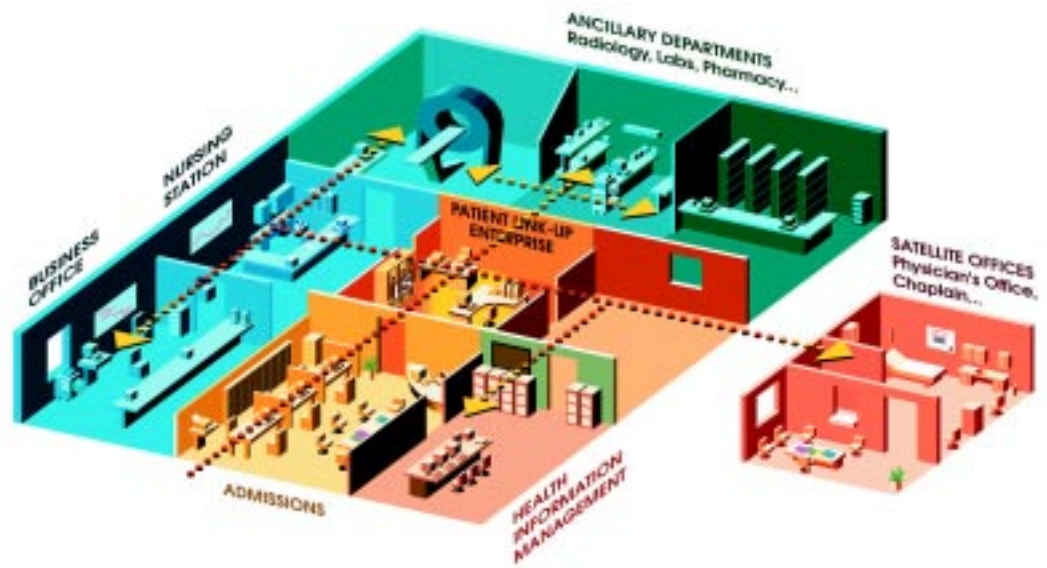
*A scalable solution, Patient LinkUp Enterprise takes information from disparate systems and enables hospitals to easily reduce paper and speed critical communications within and outside of their networks.*

Output is sent using the most appropriate means, including on-demand printing, e-forms and e-mail, distributive printing, automated faxing and document imaging. Patient LinkUp Enterprise automates much of the extremely paper-intensive patient care documentation process, allowing hospitals to complete documentation faster, more reliably, and at significantly less cost.

Patient LinkUp Enterprise migrates paper documents to electronic formats and serves as an “enabling technology,” moving facilities towards EMR. Hospitals using Patient LinkUp Enterprise may implement technologies such as bar coding and document scanning for enhanced legibility, accuracy and more efficient information transmission.

Operating on a Windows® NT platform, Patient LinkUp Enterprise is the industry’s only bundled solution that combines with Standard Register’s innovative documents such as form/label combinations, document kitting capabilities and electronic forms designs as well as hardware, software and comprehensive service and

# p<sup>®</sup> Enterprise



support. The solution sits peripheral to, and shares information with, a facility's Health Information System(s) (HIS).

Powered by JetForm Central, an electronic document output solution, Patient LinkUp Enterprise routes and integrates e-form templates with patient demographic information. With more than 200,000 installations, JetForm Central is the leading solution for creating dynamic, data-driven documents and outputting to a wide variety of formats. In addition to Jetform's engine, Standard Register's MorphAgent utility provides rules-based logic, enabling Patient LinkUp Enterprise to select and output information for best possible use.

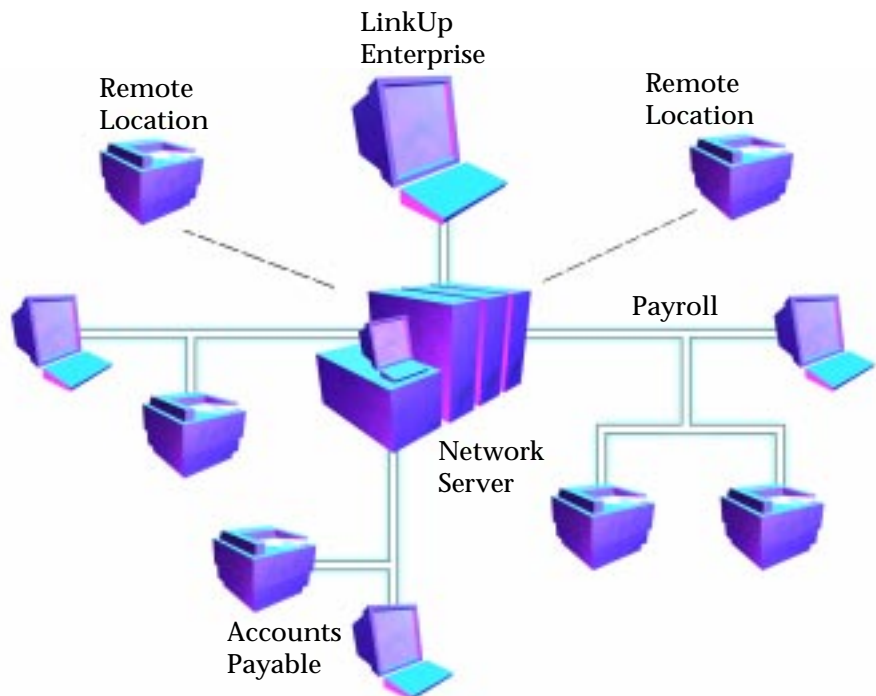
*Patient LinkUp Enterprise increases admission processing speed by 50 percent and cost-justifies itself in 12 to 18 months.*

Hospitals using Patient LinkUp Enterprise may eliminate preprinted forms and multiple document printing and processing devices including imprinters, embosser and address-o-graph machines used with the labor-intensive and dated healthcare admissions standard, the blue-card system. Patient LinkUp Enterprise increases admission processing speed by 50 percent and cost-justifies itself in 12 to 18 months.



# LinkUp<sup>®</sup> Enterprise

*LinkUp<sup>®</sup> Enterprise is the most versatile, flexible and secure intelligent printing solution on the market.*



Operating under a Microsoft NT 4.0 server or workstation platform, LinkUp Enterprise merges existing data with electronic forms to simultaneously deliver complete document production at the desktop to various business operations enterprise-wide.

Via LinkUp Enterprise, an unlimited number of documents can be designed and printed in centralized or decentralized printing environments. The solution is ideal for printing checks, transcripts, invoices, billing statements, tax forms and more, including generating multiple forms in a single print job for information kits such as new employee benefits packets and enrollment applications.

As a valuable solution capable of moving businesses toward document automation, LinkUp Enterprise supports wide-spread document production in business departments including human resources, accounting, payroll, admissions and more through its flexible data input and output capabilities. You can rely on LinkUp Enterprise to decrease business expenses by reducing or eliminating your volume of preprinted documents. In addition to cost savings, the solution improves process efficiency and security.

LinkUp Enterprise's flexibility offers complete versatility by allowing the addition of modules to address a

business's changing needs. Modules include Positive Pay, Reprinting, Data Sorting and Encryption which increase efficiency and security. Additional security is also available at multiple levels throughout the system. As an example of its versatility and security features, LinkUp Enterprise can limit a user's access for payroll processing to any hour and day of the week. The system can also limit access to documents and printing capabilities. LinkUp Enterprise offers no-impact integration and is compatible with Standard Register's comprehensive line of printers, business forms and mailing and sealing solutions.



## *Providing the Nation's Top Businesses With 88 Years of Innovation*

Standard Register is the industry leader in document management and print production. Working together with organizations in healthcare, financial and general business markets, Standard Register offers a full spectrum of technology-based services to transition businesses from paper to electronic documents, combat fraud and streamline document workflow. To meet customers' global needs, we have associates in over 29 countries.

For more information, call Standard Register  
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