

# *Case Study/ Medical Center*

*Peninsula Medical Center – APWI & Lanier Team Up for Printing RX by converting VIPP!*

**New multi-functional printer/copier/scanner/fax devices replace Xerox VIPP printers in an AS/400 network and Print Shop installation thanks to data conversion capabilities provided by American PrintWare!**

Hospital paperwork! Nothing requires more reliable printing than the ongoing flow of documents generated at a busy round-the-clock, day-in-day-out hospital. For decades, most of the nation's major hospitals were confined to proprietary "legacy" print platforms tied directly to central host computers and the central databases for records and billing operations. So many insurance carriers require specific forms and formats for billing documents, that once a hospital mastered control of the printer output, it was mostly a slam-dunk to be locked into one printer manufacturer and all the associated lease and maintenance deals presented. There aren't many printer options available if all the printer output code was written in VIPP. Until American PrintWare!

Take Peninsula Medical Center, for example, in the greater Salisbury, Maryland metropolitan area. When it's contract for key printers and maintenance came up for review and renewal last year, the medical center's key data processing decision makers thought they were destined to swap out old printers and stay bridled with a "known" entity, no matter what the cost. Finding a competitive alternative for its AS/400 network with Sun Sparc servers and workstations connected to a Xerox 4850 with proprietary Xerox VIPP (Virtual Intelligent PostScript Protocol) format for documents, fonts, forms, etc. seemed highly unlikely. There are about 20 specific forms with 36 variants in formats for the original forms required. If the forms are not output as demanded, many carriers won't process the claims.

## **A satisfied customer as reference:**

Kenneth Czajkowski, a solution systems sales engineer for Lanier, visited Peninsula to determine whether Lanier could offer a competitive printing solution that met all the requirements. "These large corporate sales aren't really about the performance of our machines. Lanier's printers compete with any on the market in performance, reliability and functionality," he said. "The 'compatibility' issue is the main concern—how to convert VIPP data so the forms and documents come out of the printer the way everyone expects. Thankfully, we've worked with American PrintWare before and know the product capabilities."

Pointing key decision-makers at Peninsula to other satisfied accounts who faced a similar challenge when moving away from legacy platforms, certainly assisted Lanier in paving the road for the ultimate contract. Having systems administrators and purchasing agents communicate the requirements and the responses secured Lanier a place in the contractual bidding procedure.

### **A Stringent List of Requirements**

The medical facility needed high-speed, high-performance and high-reliability printers capable of printing a myriad of forms in various fonts and colors. The UNIX Sun Sparc workstation received VIPP output then sent it to the Xerox printer. Most major print jobs were done on the evening run---thousands of documents per shift. The Xerox contract was running out, printers had too high a maintenance level, production printing was running into the next day, and interfering with scheduling and other data processing needs.

Top on Peninsula's list was the replacement of its older and over-burdened Xerox 4850s, printers that were printing all night, every night and still running into difficulties getting jobs done in a single shift. Making all the output, including the VIPP, compatible with new printers, offering lower maintenance overhead, considering projected expansion and delivering back-up options were major considerations.

Secondary concerns included faster printing speeds, more system uptime, multi-function capabilities (copy, print, scan and fax), "viewing" without printing, and compatibility and backup with Peninsula's out-sourced print shop. As with most information system decisions, a vendor's track record is important and system benchmarks must be met. Lanier had to provide a proposal, and then bring in equipment for demonstration. Tight scheduling and deadlines are always the nemesis of the competitive bidder.

### **A strong alliance with American PrintWare assures timely response**

With parameters set, Czajkowski's team and American PrintWare specialists began preparation to install and test the system at Peninsula. American PrintWare guaranteed that VIPP compatibility, all PCL and PostScript output requirements, and additional compatibility with TR Systems MicroPress were met.

A server-based document and printer management system that connected feeds from the host to local printers, network printers and remote print shop printers. Lanier provided three 105 multi-functional printers in the print shop, one to replace the Xerox 4850 directly, with a rack-mounted Windows2000 server.

Since many documents were color, some documents could be pre-printed in color and loaded in machines for final document printing. APWI enabled printer management functions to be coded into data streams to tell the printers which trays, queue, resources, and alternative backup routes were required. APWI is able to manage print ripping, spooling, the MicroPress data queue, resource allocation, and switching to back-up printers when required.

### **Benchmarked and Running On Schedule**

"Key DP personnel at Peninsula embraced our concept and supported our efforts," noted Czajkowski, "and working as a team, we were able to meet all the benchmark criteria on schedule." Lanier credited APWI products and support for making the document output criteria possible.

Peninsula got higher printing speeds, more printing output, and a path for ongoing system enhancements. APWI was the "differentiator" that gave Lanier the competitive edge necessary to win the contract and accommodate future requirements. The contract was awarded to Lanier and APWI because of the flexible platform allowing additional configurations, customization at point of print, and the multi-functionality of the printer stations installed. All provided at significant cost savings and improved performance.

Founded in 1994, American PrintWare develops and markets high performance printer code conversion and printer management products that guarantee 100% throughput of mainframe-generated Xerox and IBM print code output on post-legacy platforms utilizing newer technology centralized and remote PCL and PostScript printers. The "distribute, then print, or view, manage or change " philosophy of APWI enables users to maximize an organization's total resources when, where and however needed.

Over the course of the past decade, APWI has developed a whole suite of software/hardware solutions aimed at helping today's printer manufacturers install their new generation equipment in systems where older "legacy" mainframe-based platforms had held users captive to a single printer technology. At the outset of 2003, APWI introduced its next generation family of products offering customers key entry-level data conversion and document control capabilities, as well as rich, full-featured document management systems designed for enterprise-wide solutions for the ultimate in maximized printer performance, document control and future expansion and growth.