



CUSTOMER SOLUTIONS

PRINT MANAGEMENT: Taming “mass chaos” in a large healthcare practice

Neurological Associates, Inc. operates three offices in Richmond, VA, with a total of 15 physicians. The practice had more than 35 copiers and printers from a variety of vendors spread throughout its multiple locations and spent a small fortune annually on toners and supplies. Practice administrators spent too much time barely containing the “mass chaos” of numerous vendors, service agreements and multiple monthly invoices.

Neurological
Associates, Inc.

Lucien Roberts, Neurological Associates Administrator, brought this chaos to Cobb Technologies, looking for a cost-effective, highly-productive solution. One that would help manage the practice’s ongoing needs for high-quality, high-efficiency printing and copying of patient records, education materials and billing information. Plus, they wanted a solution that would help the practice achieve its future goal of integrating electronic health records into the patient process.

COBB’S SOLUTION: Cobb’s imaging consultants first performed a print audit to assess Neurological Associates’ current equipment inventory, supplies usage and ongoing printing costs. Cobb personnel also determined the specific needs and functions required by individual departments within the practice, such as billing, patient records, patient care, etc. Armed with this information, **Cobb was able to recommend a cost-saving restructuring** of all of Neurological Associates’ office equipment. Cobb installed standardized equipment throughout the practice to ensure consistency in supplies ordering and training. Cobb also upgraded equipment in specific departments to incorporate exciting functionality, such as scanning technology, to help practice personnel work more efficiently and perform many duties internally rather than utilizing expensive outside sources.

The Results

- Greater control over practice expenses through decreased supply usage, internal ability to scan documents, and lower cost per copy rates.
- Increased employee productivity through greater equipment functionality and seamless integration with practice management system.
- Increased tracking for security and financial reasons (i.e., HIPAA compliance, cost centers, etc.)
- “Through Cobb’s help, we are not only where we want to be now in terms of greater practice efficiency, but we’re also ready for where we want to be one year from now in terms of scanning medical records and integrating electronic health records.” *Lucien Roberts, Administrator, Neurological Associates, Inc.*

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