

# To capitalize on big opportunities, sometimes it pays to start small.

Provide a more complete solution, resulting in a simpler and more efficient working environment.

## Challenge

- Fax-based process was impractical and expensive
- Lack of safeguards and accountability

## Solution

- Decrease the cost, complexity and risk of maintaining the aging fleet of fax machines by implementing Nuance AutoStore®

## Results

- Decreased monthly expenses by eliminating legacy fax machines
- Reduced total cost of ownership
- Increased employee productivity
- Reduced risk and errors by providing an audit trail

## Company profile

Founded in 1997, Heart of Florida Regional Medical Center provides acute care to the central Florida communities of Davenport, Haines City and Winter Haven. This facility has experienced numerous expansions in recent years, growing to the 200-bed operation it is today. Just as important, Heart of Florida is run by Health Management Association, Inc. (HMA), a premier operator of 70 health organizations in 15 states, primarily throughout the Southeast and Southwest regions of non-urban America.



Nuance and Konica Minolta already has solutions in place in five HMA facilities. The more wins with this organization, the greater potential for add-on business and sell throughout the organization.

**Challenge.**

Although the hospital is medically advanced, its employees were using legacy fax machines to send prescription orders to the pharmacy. Not only was this process inefficient, it was costly. The fax machines required separate dedicated phone lines for connectivity, which added significant heft to Heart of Florida's monthly expenses—not to mention the escalating costs of toner.

At the same time, this fax-based process had the potential to put the organization at risk. The fax method required multiple steps, and had no clear audit trail. There was no way to know if the fax was received, or if patient's personal information was intercepted or sent to the wrong number. There was also no opportunity to set up safeguards or to attain real knowledge of which employee was sending which scripts.

**Opportunity.**

Although numerous opportunities exist within Heart of Florida, the Nuance and Konica Minolta strategy involved focusing on the prescription issue only and gaining entry by speaking about what we've done at other HMA hospitals in this area. The Konica Minolta representative, who had a relationship with Heart of Florida Network Administrator Clayton McDonald, set up a meeting, in conjunction with Nuance, to discuss recent implementations at other HMA facilities that decreased the cost, complexity and risk of maintaining the aging fleet of fax machines in those hospitals. Talking about other, related hospitals in like situations was our foot in the door.

At the meeting, we offered a "proof of concept," trial period in which we'd install Nuance's AutoStore software on the hospital's network, connected with a new Konica Minolta multifunction printer (MFP). End users and the Heart of Florida's IT department could "test drive" the solution in a live setting, to see if it met the hospital's needs.

The install took about 30 minutes, which impressed decision makers from the start. The end users were equally impressed by the ease-of-use. Although they were scanning, they all "felt" like they were faxing, so there wasn't a huge adjustment.

The IT department and hospital administrators saw the advantages of the interface first-hand—not only to mitigate potential compliance issues but in the measurable efficiencies the Konica Minolta/Nuance solution delivered.

In just two weeks, Heart of Florida was sold, and signed a contract to implement AutoStore and 70 Konica Minolta MFPs throughout the hospital.

**Results.**

With the Nuance/Konica Minolta solution, Heart of Florida realized some significant results:

- Decreased monthly expenses by eliminating legacy fax machines, which required phone lines to operate.
- Reduced total cost of ownership—including maintenance calls and toner costs, as well as repairs.
- Increased employee productivity with a controlled, scan process—eliminating steps, busy signals and inefficiencies.
- Reduced risk and errors by providing an audit trail of all prescriptions sent to the pharmacy.

By solving this one business problem for Heart of Florida quickly, we gained instant credibility, and got a number of the network administrators and other key personnel in the HMA network talking about this success. The idea here was to start small, deliver results quickly, then penetrate within this organization, and throughout the entire HMA organization—one credible step at a time.

It's a strategy that's working—for Heart of Florida, Nuance and Konica Minolta. Look for more great achievements to come with this organization.

[Contact us to find out how thousands of other hospitals use Nuance solutions to exchange protected health information securely.](#)

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