



## WorkflowOne Helps Large Ohio Health System Increase Its Minority Spend

### Client

Large healthcare network in Southwest Ohio

### Market

Healthcare

### Solution

Print Management

### Services

Supply chain management of print, including print production and sourcing

### Benefits

- Far surpassed organizational goal of 5% spend with minority and disadvantaged business enterprises
- Improved consistency and control of brand image
- Enhanced reputation in the community

### SITUATION

A large integrated delivery network (IDN) for healthcare in southwest Ohio has a goal of placing at least 5 percent of its spend with minority/ disadvantaged business enterprises (DBE). They track against this target and publish a report to the community each year detailing their annual DBE spend. This is a key aspect of building credibility with their 14,000 diverse employees and enhancing their reputation in the community.

The health system has been acquiring hospitals and physicians' practices in the region to expand its network. It struggled to maintain graphic consistency and adherence to brand standards.

### SOLUTION

WorkflowOne has provided printed products to the IDN's various hospitals and clinics for 22 years. More than 700 orders are produced or sourced in a typical month. Products that WorkflowOne can manufacture are produced by its own plants, but the company also sources printed items on the IDN's behalf from a wide range of suppliers nationally, including a number that are owned by minorities, females, Veterans and/or the disabled.

WorkflowOne maintains files of certificates for all vendors that meet DBE criteria. This data is coded into WorkflowOne's NetSource sourcing platform so the company can track its customers' spend with Tier 2 DBE suppliers.

To help the system achieve its goal, WorkflowOne routinely includes minority vendors in the bidding process, opting to use them if their price is competitive. The minority spend is reported monthly to the health system, including name of vendor and type of minority (e.g., African-American, Asian, Hispanic, female-owned, Veteran owned, disabled). Since the beginning of 2011, WorkflowOne has achieved a 12 percent minority spend for the IDN, far surpassing both the health system's goal and all other suppliers in any product category.

With the broad capabilities of its extensive network, WorkflowOne is able to find highly qualified suppliers in the right geographic locations for customers. For example, a strong stationery supplier in Cincinnati produces the health system's business cards and letterhead, and WorkflowOne arranges convenient desktop delivery for end users.

This kind of service and sensitivity to the IDN's corporate goals has allowed WorkflowOne to expand its presence in the account despite the system's adoption of electronic medical records (EMR) in 2007. With the health system acquiring other hospitals and physicians' practices at a steady rate, the timely accurate rebranding of new facilities is a constant challenge. When a new marketing director was hired several years ago, she turned to WorkflowOne to implement the same level of brand control on marketing materials that the company had applied to forms. Today, WorkflowOne helps the IDN maintain brand control by publishing and continually updating a graphics manual that ensures consistency across the health system.

*WorkflowOne ensures affordable access to print where needed by operating a print shop onsite for quick-turn, digitally printed items.*



*WorkflowOne has provided printed products to the IDN's various hospitals and clinics for 22 years.*

Although printed forms are shrinking due to EMR, so-called "downtime forms" are still used during electrical power outages or new system upgrades. These printed versions need to be maintained with exactly the same content and format as their online versions, which is another service that WorkflowOne provides. A company representative is part of the health system's Clinical Documentation Committee, which continually evaluates changes in the medical record that could impact both print and online forms. WorkflowOne ensures affordable access to print where needed by operating a print shop onsite for quick-turn, digitally printed items.

## **BENEFITS**

Through deeper measurement and enhanced reporting, WorkflowOne gives this leading health system credible statistics to track its diversity spend while ensuring affordable prices and good service to employees. By consolidating its print sourcing through a single supplier, the health system is able to conduct business more efficiently in a highly competitive market while enhancing its reputation in the community as a caring provider.

## **CONTACT US TODAY**

To learn more about how WorkflowOne can generate results for your organization, contact your local representative or visit our website:  
[workflowone.com](http://workflowone.com)

WorkflowOne  
220 East Monument Avenue  
Dayton, OH 45402-1223  
877-735-4966