

Carestream

Business Process and Communications  
Solutions for the bottom line

Evolution

 Pitney Bowes

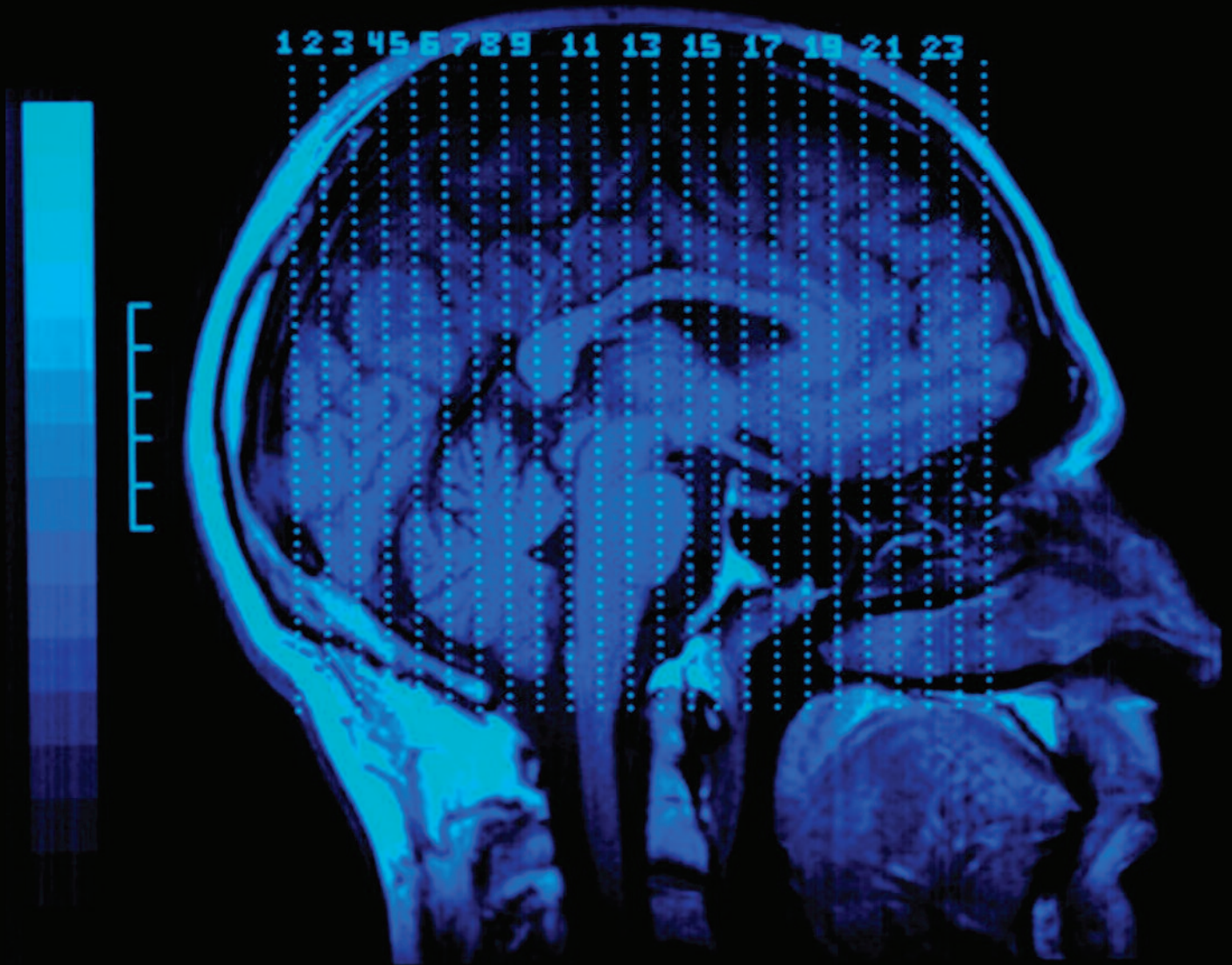
# Advantage

Reprinted from *Advantage*  
Pitney Bowes Management Services  
Business Magazine



▶ The long-term partnership between Carestream Health and Pitney Bowes yields innovation and cost savings.

# Carestream Health & Pitney Bowes



# A Smart Partnership

It's a unique business relationship that continues to produce remarkable results after more than two decades



of working together. That's the partnership between Carestream Health and Pitney Bowes — a synergy that produces brilliant results year in and year out.

## Challenge

To implement mail, print and document management solutions that deliver world-class efficiency and value for a recently independent, stand-alone company.

## Solution

Deploy industry-leading technology and innovative solutions operated by highly trained professionals and create a seamless partnership with the client that includes frequent dialog and collaboration to explore new ways to utilize new services and drive efficiencies across the growing enterprise.

## Results

Delivered significant improvements in several key areas, including an annual savings of more than 254,000 sheets of paper and a 60 percent reduction in distributed print devices.

Carestream Health, a worldwide provider of dental and medical imaging systems as well as proven healthcare IT solutions, was formed in 2007 when Onex Corp. of Toronto, Ontario, purchased Eastman Kodak Company's Health Group and renamed the 100-year old business.

With more than 400 patents for medical and dental imaging and information technology, the company remains at the forefront of numerous technological advancements in imaging. Its breakthrough products include the world's first proven wireless digital radiographic detector, the first packaged x-ray film, the first digital dental detector, and the first medical dry laser imager. Its more than 7,000 employees worldwide strive to help customers do their jobs better, faster and more cost effectively.

For 20 years, Pitney Bowes had a very successful existing relationship with Eastman Kodak, providing a wide variety of services including mailroom and shipping/receiving, print on demand,

literature and marketing support, statement processing, graphic design and digital document imaging. When Carestream was formed, Pitney Bowes followed it to its new headquarters in Rochester, N.Y., to continue to provide the same services.

That, however, is just the beginning of the story.

#### **More services and cost savings**

Both Carestream and Pitney Bowes constantly innovate to improve processes and lower costs. Since the transition in 2007, they have collaborated to deliver a broader suite of services.

"We have quarterly business meetings with Carestream's management team to see what we can do to make operations more successful," said Pitney Bowes Customer Operations Manager Kathy Magliozzi, who leads the onsite team. "We're constantly looking at ways to bring more services and savings."

Ann-Marie Kerr, Worldwide Commodity Manager for Carestream,

manages the day-to-day relationship with Pitney Bowes. Her responsibilities include ensuring that internal clients are getting the agreed upon services from suppliers with which they have contracted, as well as offering solutions to her clients at headquarters and the company's other sites.

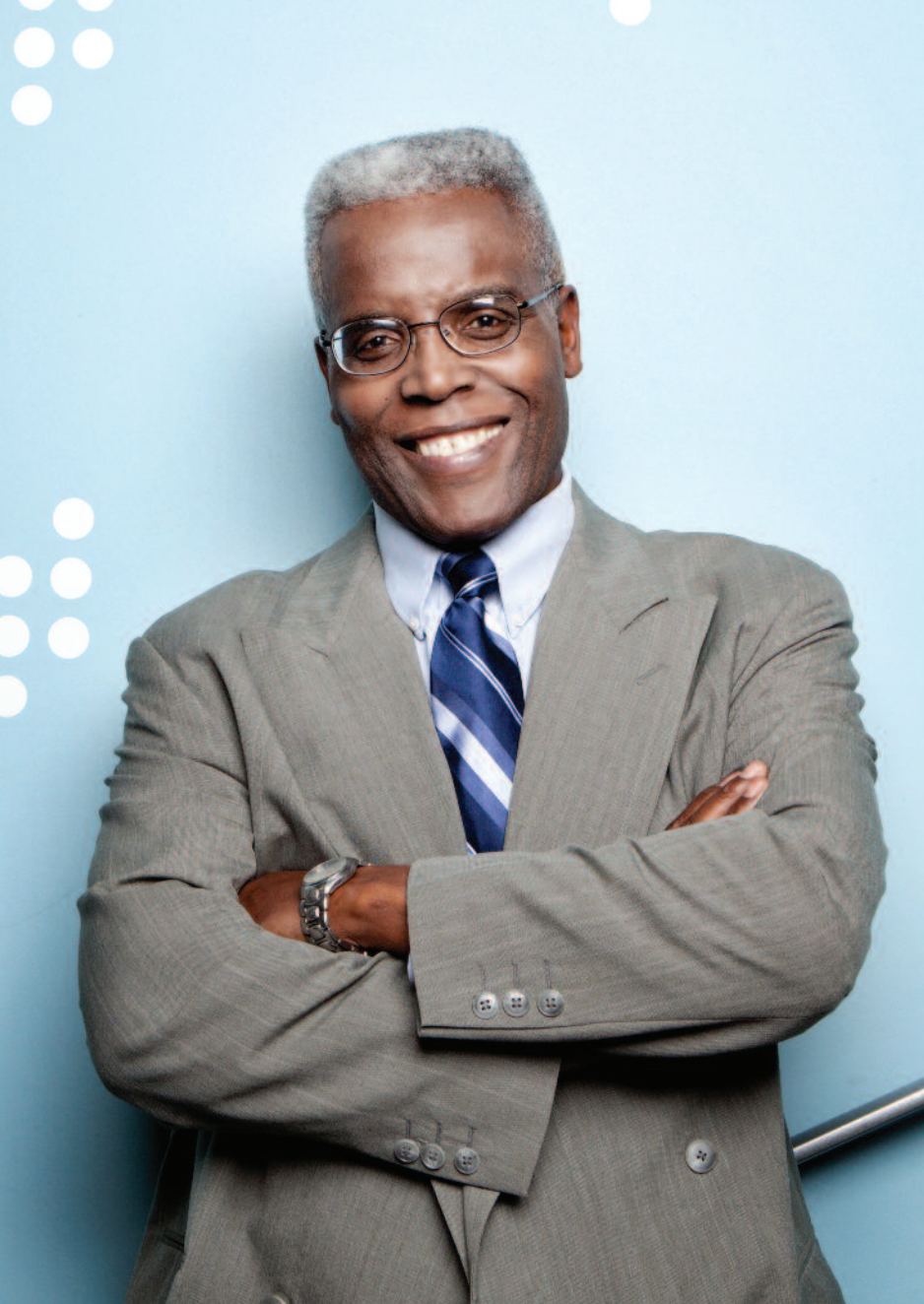
"Services can be added through client needs," Kerr said. "Since I'm aware of the services Pitney Bowes offers, I can suggest to other departments and subsidiaries ways to use them to bring down cost and improve efficiencies."

"Because they have the ability to provide services onsite, offsite or a hybrid of the two, subsidiaries can get the services they need without purchasing equipment, hiring dedicated staff or devoting office space."

#### **Interrelated services for maximum ROI**

Although Pitney Bowes has a long history of document scanning and management, it was a service that wasn't fully used at Carestream. However, when





Pitney Bowes' operation is transparent, reliable, and their employees — management and operators — always demonstrate a can-do attitude. ■■

Larry Billings,  
Rochester Site Manager,  
Carestream Health

the Accounts Payable department needed to add digital document imaging, Pitney Bowes was brought in to evaluate its needs and recommend a solution. Now the Pitney Bowes team scans, indexes and archives onsite 8,000 to 9,000 documents a month.

Print on demand services have also grown exponentially over the past few years. Color & Black & White printing is running over two million pages per year for presentations, training manuals, reports, customer communications and other documents.

And they have expanded the print on demand services to include the printing of dental billing, which is printed offsite at another Pitney Bowes facility.

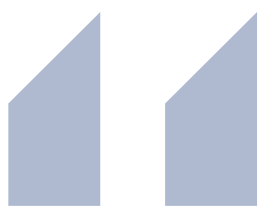
Printing services dovetail into other areas as well.

Pitney Bowes performs list administration duties, including data entry, setup, maintenance merge/purge, and lists conversions to produce personalized letters and other mailings, which are then printed on demand.

Graphic design services also feed the printing business. Pitney Bowes designs anything from sell sheets to newsletters, presentations, certificates and personalized merged letters. Design work also includes presentations for the quarterly board of directors meetings.

Design services have also yielded significant savings.

*(left) A Pitney Bowes graphic designer works with the Carestream Design and Usability Group to reduce paper waste and improve legibility.*



Because they have the ability to provide services onsite, offsite or a hybrid of the two, subsidiaries can get the services they need without purchasing equipment, hiring dedicated staff or devoting office space. ▀ ▀

Ann-Marie Kerr,  
Worldwide Commodity Manager,  
Carestream



### Savings by design

The two companies recently teamed to reduce the cost of printing instruction sheets. The sheets, which are localized into eight languages, were being printed on 11 x 17 inch paper and trimmed to size, resulting in a tremendous amount of wasted time and paper.

"We worked with the Pitney Bowes graphic designer and Carestream's design and usability group to redesign these instruction sheets," Kerr said. "The resulting design eliminated the slitting operation, reduced paper

waste, and provides a better customer experience."

The new design, which used a different font to improve readability at a smaller size, allowed the instruction sheets to be printed on 8 ½ x 11 inch paper with no waste. The design change is now saving 254,000 sheets of paper a year and the team is looking to redesign several more documents in 2012 to increase the savings even further.

### Getting control of printers

Recently, Carestream asked Pitney Bowes to use its expertise to gain con-

trol over the abundance of printers at their headquarters — more than 60 when the project started. Pitney Bowes brought in its experts to conduct a printer study to evaluate the needs of each of the six floors of the building. As equipment leases expired, they were able to reduce the fleet of desktop devices to 23 networkable multi-function devices.

"Pitney Bowes conducted a print study in coordination with Carestream's IT department and we were able to reduce the number of distributed devices by approximately 60 percent," Kerr said. "Costs savings are not only realized



The Pitney Bowes - Carestream Health team (from left to right) Nancy Spies, Don Conklin, Casey Magliozzi, Kathie Keene and Betsy Martin. Missing from photo are Keith Andrews and Stacy Palumbo.

in the reduced number of devices we lease, but also in the reduction in volume of color printing and overall printing costs.”

Pitney Bowes provides one-call servicing and maintenance, with the PB team providing minor support and troubleshooting or arranging for service technicians to come in for major issues for the leased devices. Another Carestream facility outside of Rochester is also evaluating using Pitney Bowes for fleet management at its site.

**Innovating together**

Managing this huge volume of work is the Pitney Bowes onsite team of only seven members, performing virtually

all services for Carestream.

“We have a diverse workforce that is cross-trained three to four deep in each other’s positions,” Magliozzi said. “Cross-training, great attitudes and teamwork are the keys to our on-time delivery results and high level of service.”

Recognition of that reliable performance came in 2010 when Pitney Bowes was awarded Carestream Health Certified Supplier status. It was recertified in 2011.

“The Pitney Bowes team was certified for meeting or exceeding all the requirements for quality delivery, lead-time, productivity and performance,” Kerr said. “We are very pleased with the entire onsite Pitney Bowes

organization and the services provided. The team is responsive and flexible. We feel there’s a true collaborative partnership between Carestream and the Pitney Bowes team.”

“Pitney Bowes’ operation is transparent, reliable, and their employees — management and operators — always demonstrate a can-do attitude,” said Larry Billings, Rochester site manager for Carestream Health. “They also look for win-win opportunities to improve the efficiency of our business from a quality, delivery, and cost standpoint. Personally, I appreciate the commitment they put forward in helping to make our business successful.” ■



Pitney Bowes Management Services designs, implements and operates global solutions that provide commercial, legal and public sector clients with customer communication, mail, print and document lifecycle services that help create more effective, efficient and compliant business processes and operations.

World Headquarters  
1 Elmcroft Road  
Stamford, CT 06926-0700  
888 245 PBMS  
[www.pb.com/management-services](http://www.pb.com/management-services)

Every connection is a new opportunity™