



MARKET OVERVIEW: You manage the administrative function at a hospital or a healthcare facility and you are right in the middle of the ever-increasing need to improve administrative capabilities and the demand to lower costs. Between HR files, insurance claims, admission records, medical records, EKGs, sonograms, HIPAA compliance directives, and general correspondence, you and your employees are inundated with information and regulations. Patient privacy is of critical importance, as is patient care and safety. Facilities like yours count on every aspect of their information infrastructure for accurate and timely patient diagnosis. And every day more has to be done with less money. Whether you manage a small nursing home or a 400-bed hospital, the Ricoh Aficio MP C2050/MP C2550 Series with Ricoh's Enhanced Locked Print (ELP) and/or Dataworks³ software is the right solution to meet these challenges head-on.

HOSPITALS & HEALTHCARE PROVIDERS

HOW THE RICOH AFICIO MP C2050/MP C2550 SERIES CAN HELP:

Print Advantages

- The Store & Print mode will allow your admissions personnel to eliminate redundant job programming by combining the output and storage of new patient files into one step, streamlining your admissions process.
- The MP C2050/MP C2550 offer full-color printing at productive speeds and can make multiple copies of color test results such as MRIs and body scans quickly and affordably.
- With the Locked Print feature, your users are required to enter a password to release a print job from memory, maintaining confidentiality with documents like patient records, test results, and financial information.

Scan & Send/Fax Advantages

- With the ability to securely scan documents, nurses throughout the hospital can electronically scan and send prescriptions to a shared file folder on a pharmacy server without waiting for fax machines and busy signals.
- Users can program the system to forward inbound faxes to receivers via e-mail, so that they do not have to be located on the same floor of the hospital as the Ricoh Aficio Color MFP. This means that documents such as patient IDs and records, test results, or payroll figures can be transmitted via fax without worry and sent directly to the responsible party without delay.
- Doctors at your facility can quickly confer with others in your network regarding patients and send information at no cost for second opinions in full-color and at top speed for fast consultations.

Copy Advantages

- Fast output speeds and optional internal finishing for both models enable the in-house production of patient records, preventative medicine, and after-care pamphlets, eliminating the need for these jobs to be printed outside your facility.
- The easy to use full-color W-VGA control panel allows even casual users like volunteers to make copies quickly without help from your support staff.
- Your admissions staff can use the Combine Copy mode to capture both sides of a new patient's insurance card for output on one side of a sheet of paper to reduce repetitive steps and save paper and costs.
- Animated control panel guidance screens direct even casual users through toner replenishment and job misfeeds for uninterrupted, productive operation.

System Security Advantages

- With Secure Socket Layer (SSL) support, data and passwords are scrambled as they travel over the LAN making it impossible for hackers to intercept or tamper with confidential patient information, thereby supporting your facility's HIPAA compliance requirements.
- Because these Ricoh Color MFPs offer WPA support, you are protected against the possibility of data being intercepted over wireless networks, again helping to maintain patient privacy.

Software Solution Advantages

- Ricoh's Enhanced Locked Print (ELP) enables healthcare providers to implement an efficient, centralized network of shared MFPs without compromising document security. ELP firmware securely holds encrypted print jobs on the MFP's hard drive, and does not release them for printing until the user authenticates at the system's control panel.
- In addition, ELP's Card Authentication Package enables users to send confidential documents to an output device and then identify themselves at the device with a swipe of their ID card to retrieve the output.
- Ricoh's Dataworks³ software provides healthcare providers with a powerful tool for automating document creation, which allows for the replacement of pre-printed forms.
- Creating personalized marketing content, versus generic mailers, significantly increases response rates to help advertise the healthcare provider. Dataworks³ incorporates a wizard-driven forms creator that makes variable data document creation easy, even for novice users.
- Automated document distribution, including e-mail, fax and electronic archival provides overall process improvement while reducing costs.
- With its optional Mail component, Dataworks³ reduces postage costs and time involved with preparing/sending mailings.

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