

“The introduction of a centralised, secure printing solution has given us greater visibility into user print behaviours and reduced IT workload significantly. It’s also enabled us to focus on more strategic projects such as our Virtual Desktop where we adopted the same ‘Follow Me’ approach. With staff already familiar and satisfied with Follow Me printing, our transition to a Follow Me desktop was as smooth as possible.”

— Bill O’Brien  
Chief Information Officer, Northern Health



## Forward-thinking Northern Health transforms and rationalises for growth

Covering a local community of 728,000 in Melbourne’s growing Northern Suburbs, Northern Health is one of Victoria’s busiest public health services.

With the population of the Northern catchment expected to increase by 64 percent by 2031, Northern Health is committed to evolving its infrastructure, strengthening its organisational capacity and providing consistent, quality services and care to patients across its five campuses.

## The Business Challenge

In an industry dependent on the stringent collection, storage and communication of patient data, Northern Health produces significant volumes of printed material for medical, executive and administrative purposes.

To cater to this mission critical business function Northern Health had steadily acquired a fleet of 330 printing devices for its 4,300 strong workforce — that’s a user to device ratio of 15:1.

For CIO Bill O’Brien and his team of IT professionals, the diversity of Northern Health’s printing environment meant that it was proving increasingly difficult to track and manage.

Bill explained, “Each device required different toners and consumables, different maintenance and support contacts, and we were dealing with inconsistent service level agreements and rates across vendors. This was amounting to higher costs in logistics and inventory management and minimal visibility for me and my team around print volumes and behaviours.”

On top of this, the lack of a print policy or supply standards lead to device sprawl, which in turn meant that printing assets were over-purchased and then underused, power costs were mounting, and the organisation’s carbon footprint was growing.

Bill continued, “Managing individual print queues was also placing increased demand and resource drain on IT, and the team was being distracted from their core responsibilities.”

## The Solution

Understanding Northern Health’s heavy reliance on printed materials, and at the same time, the need to standardise and consolidate printing assets to improve operational management, Fuji Xerox Australia recommended a Follow Me solution.

With a standardised technology platform, all devices are now connected at the server level and operate on a single print queue. Printing is proximity-

activated via secure swipe or PIN and staff can print to any device, from any device on the network.

The Smart Scan capability has also been significant to Northern Health, increasing workflow efficiency with Optical Character Recognition (OCR) technology which converts scanned documents to Microsoft Word and Excel formats to enable ease of editing.

The integrated Right Fax server platform has allowed Northern Health to rationalise fax lines and rental costs with all users now able to send faxes electronically from their chosen device.

“Clinicians are a very powerful group in the Health environment so there was some work to be done to get them on-board, but now that they are, the benefits of ease and convenience continue to be heard.”

— Bill O’Brien  
CIO, Northern Health

“The new solution has certainly freed up time for more strategic IT projects, including our full Virtual Desktop implementation which Fuji Xerox has not only simplified, but also enabled”

— Bill O’Brien  
CIO, Northern Health



## The ‘Follow Me’ campaign

Following a short, two-month implementation period, total device numbers across Northern Health’s five campuses were reduced by 60 per cent, from 330 to 120.

As Bill explained, “There was work to be done to convince the clinicians in particular, about the benefits of a managed MFD environment, the need for a rationalisation of devices in the first place, and how this new solution would bring ease and convenience, while creating efficiency gains and saving costs for the organisation.”

To overcome any resistance to change and ensure a smooth transition, project managers from Northern Health and Fuji Xerox Australia worked in close collaboration. Key to the smooth

implementation, was educating end users on the “Follow Me” print solution, which gives them access to all print devices on the Northern Health network via a single print queue, as well as the ability to “swipe and release” their print jobs.

The Follow Me concept was also brought to life across the campuses with a campaign that saw IT staff sporting ‘Follow Me’ t-shirts, and printing champions appointed at each location.

A simple cheat sheet alongside each new device helped to aid any nervous users in the first few months.

Simon Monte, Fuji Xerox Australia Account Manager said, “The process was very tightly controlled from the outset. Printing touches every aspect of the organisation so it was critical that we carefully managed how we rolled out the new devices. Crucial to success was the work of our project managers and Bill’s own leadership and support.”

Bill agrees. “Fuji Xerox’s attention to detail during the assessment and preparation phases ensured that we successfully transitioned to the managed print service. They conducted site visits to confirm location suitability, coordinated user acceptance testing, and created a range of change communications to make sure everyone knew what was happening. Overall, it was excellent project management.”

## Benefit: Reduced IT workload and ease of management

The significant consolidation of inventory has meant that there are less devices and assets to manage and less IT support required across the printing environment.

Under the new system, Bill and his team are no longer called on to support an aged printing fleet and manage individual print queues.

As Bill explained, “The burden of maintaining printers has been removed entirely and administration is now very simple. These days, if we do have any technical issues, we call Fuji Xerox Australia and they take care of it.”

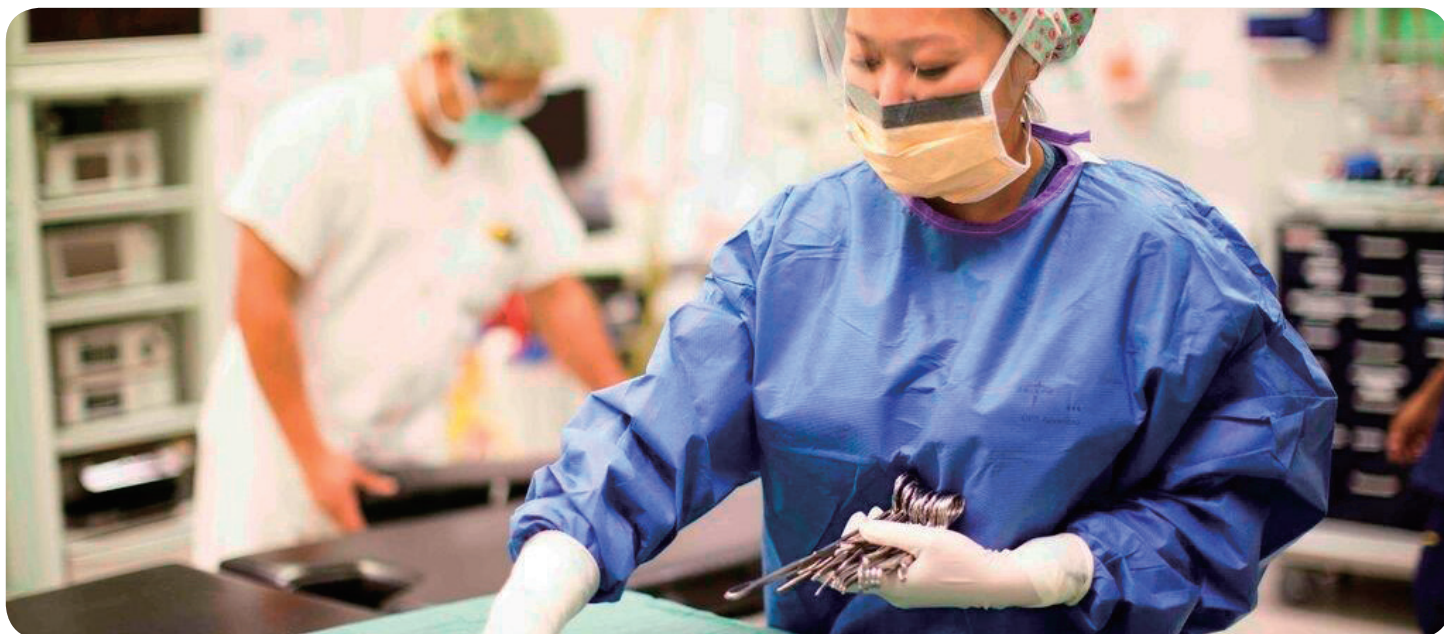
## Benefit: Security

Under the new system, the functionality of devices is distributed across the network rather than by device, enforcing secure print at all times. This means that no one else can release another employee’s print job, print permissions are tightly controlled, and patient confidential information is kept secure.

“Given the sensitive nature of information in our environment, the Follow Me print solution was also important from a security perspective. All print jobs now require a PIN or swipe, meaning that confidential documents aren’t left lying around, and staff can delete duplicates on the spot,” Bill explained.







### Benefit: Greater visibility of user print behaviours

Although it wasn't an objective for Northern Health to reduce print volumes, Bill notes evidence of staff printing less.

"Now that we have a central model for printing, we also have a central reporting service and a central cost centre. This means full visibility of our printing usage, and the ability to address growing volumes of printed material before it becomes a problem."

### Benefit: Standardised Environment

Aside from the user benefits associated with a consistent interface, Bill and his team now have a single point of contact in Fuji Xerox for all consumables, support and management enquiries.

### Benefit: Simplified faxing and scanning

The introduction of Right Fax as part of the MFD platform has allowed Northern Health to rationalise and reduce fax lines and remove traditional fax machines. For staff, the new solution is a significant time-saver — now, they can fax directly from the screen they're working on.

As Bill explained, "Our staff are most excited about the fax feature and the fact that a three step process — scan, print and fax — is now a single click. In clinical applications for example, this means doctors can send a discharge notice to a GP without having to print, scan and fax it first. Whether they're working in Word, a medical application or our patient administration system, they have the ability to click-to-fax."

### Benefit: Leverage Follow Me concept for Virtual Desktop

An unexpected benefit of the Follow Me solution has been the way it has facilitated the adoption of Northern Health's broader Virtual Desktop Infrastructure.

"The Follow Me concept really helped to simplify the transition into our virtual desktop environment as staff experience the benefits of a cloud-based printing solution."

Bill concluded, "While it did take a while for staff to understand our decision to remove localised printers, there's not one person who would tell me that they're unhappy with it. To me, that's an incredible success."



"In an environment that's sometimes resistant to change, introducing something of this significance was a risk. The feedback we've received to-date is just exceptional though. To see that there's not a single staff member who's unhappy about it, well I've never rolled-out a system where that's been the case. What's more, there are many opportunities that have come out of this and a lot that haven't even been realised yet"

— Bill O'Brien  
CIO, Northern Health