



CASE STUDY



UnityPoint Health

UnityPoint Health provides health care through relationships with over 25 hospitals and over 200 clinics throughout Iowa and the Midwest. UnityPoint is the 5th-largest nondenominational health system in the U.S. and sees over 3.1 million patients each year.

THE CHALLENGES

UnityPoint operates their own print shop in Urbandale where they print a variety of different documents for the diverse and expansive health system. Although they were keeping busy, Print Shop Manager Bill Routt was disappointed in his service, and he saw room for improvement. Xerox had been the print systems vendor for UnityPoint, and they were also tasked with managing the print shop at the time. UnityPoint leadership didn't want to pay for a vendor-managed facility anymore, and Routt said the local team from Laser Resources (LRI) came calling at just the right time. "We wanted to get out of our Xerox contract; it was just way too expensive," Routt said. "LRI was able to replace all of our original equipment and save us some money in the process."

THE SOLUTION

While earning their business in the print shop, LRI also helped UnityPoint break their contract with Xerox and transition smoothly to running their own print shop with service and support from LRI. The two Iowa companies have worked with one another ever since. "LRI is very flexible and very responsive. The service is simply outstanding," Routt said. "They bend over backwards to help us and come up with new ways of doing things. They have no preconceived ideas, they come in with an open mind and say 'lets fix it!'"

THE RESULTS

LRI transitioned UnityPoint from Xerox to Konica Minolta equipment, which was a first in the print shop. After LRI analyzed the usage and needs of the print shop machines, they were able to upgrade the initial equipment. Routt and his staff enjoyed the added capabilities and appreciated the attention to detail. "LRI has been very responsive whenever we have needed something done in terms of additional services. Later, LRI even came to us with proposals for KM 8000's, and they came because there was a significant savings available to get rid of our existing equipment and replace it," Routt said.

It didn't stop there. LRI added features to help around the print shop. "The initial equipment gave us more capability and less cost. When we upgraded to 8000's, LRI brought in an envelope press as an additional item to give us more capabilities," Routt said.

Even when an installation didn't go as planned, LRI and UnityPoint worked together to quickly find a solution. Routt saw this as a major advantage of a flexible, locally-owned company compared to a larger vendor like Xerox. "The installation didn't go as smooth as hoped, but LRI stood there and made it work," Routt said, "If I need anything, I can always call and know that it will get done."



UnityPoint Health

"LRI is very flexible and very responsive. The service is simply outstanding. They bend over backwards to help us and come up with new ways of doing things. They have no preconceived ideas, they come in with an open mind and say 'lets fix it!'"

**Bill Routt
Print Shop Manager
UnityPoint Health**

UnityPoint Health operates 12 metropolitan hospitals in Iowa, including:

- Iowa Lutheran Hospital (Des Moines)
- Iowa Methodist Medical Center (Des Moines)
- Blank Children's Hospital (Des Moines)
- Methodist West Hospital (West Des Moines)
- St. Luke's Hospital (Cedar Rapids)
- Jones Regional Medical Center (Anamosa)
- The Finley Hospital (Dubuque)
- Trinity Regional Medical Center (Ft. Dodge)
- Trinity Bettendorf (Bettendorf)
- Trinity Muscatine (Muscatine)
- St. Luke's Regional Medical Center (Sioux City)
- Allen Memorial Hospital (Waterloo)