

Healthcare Testimonial RDaSH



UK hospital trust invests in print e-commerce to increase efficiency and generate new revenue stream

Rotherham Doncaster and 
South Humber
NHS Foundation Trust

Company Name

Rotherham Doncaster and South Humber NHS Foundation Trust (RDaSH)

Industry

Healthcare (In-house Print)

Location

200 locations across Rotherham, Doncaster, North Lincolnshire, North-East Lincolnshire and Manchester

Services

Mental health, learning disability services and community services including district nursing and health visitors

Website

www.rdash.nhs.uk

Relationship with Canon

2 Years

Objective

Create additional revenue stream by marketing print services to external customers, increase efficiencies within the business and reduce waste

Challenges

- Replace paper-based job ticketing system
- Update the lengthy document design process
- Install online solution that would enable print services to be made commercially available to external customers

Approach

Deployment of Cloud-based software solution to create an online printing portal, initially for internal customers and then extended to external users requiring printing services

The Canon Solution

- e-commerce and web to print solution - EFI Digital StoreFront
- Canon imagePRESS C6010
- Canon varioPRINT 120

Results



System now in place that opens up further revenue streams for RDaSH



Simplified online ordering process which gives customers control of approvals and a straightforward means of requesting print services



Manual processes, such as inputting data, proofing and amending documents have been eliminated enabling print room operatives to spend more time processing orders

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Canon

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Following a review of all its facilities support services, the Rotherham, Doncaster and South Humber NHS Foundation Trust has invested in a print ecommerce solution from Canon.

“With the print room as it was,” says Lisa Grandcourt, Head of Facilities at the trust, “we were only recharging our customers internally, so really just moving money around within the organisation. I wanted to find a way to increase efficiency and generate extra revenue for the Trust by marketing our print services to external customers.”

As an existing customer, Grandcourt sought the advice of Canon, who recommended a print ecommerce portal built on Digital Store Front (DSF), Cloud-based software hosted and maintained by EFI.

“Canon were very honest in their approach and told us exactly what would be achievable with DSF and what benefits we could expect to see,” continues Grandcourt. “We took this advice on-board and saw significant opportunities to increase productivity, reduce waste, save money and open new revenue streams. We felt that the DSF solution, along with the support of Canon, was definitely the way forward for us.”

The new print portal went live internally to deadline and budget in June 2014 following installation and configuration of the solution by Canon. Print room operators were also fully trained by Canon to implement the software, and the internal project lead populated the site with all required products, photos and pricing. Grandcourt herself ran an end user training session for RDaSH staff.

The portal is accessible to anyone who can log on to the RDaSH Trust intranet and is already saving the organisation

significant time. Instead of using the in-house design team, customers can create their own documents from the templates on the portal. Similarly, proof-reading and approvals are now performed by the customer rather than by designers or print room operators. Additionally, as each approved order is now routed electronically from the portal to the management information system, rather than via a paper-based job ticketing system, manual intervention has been significantly reduced. This has, again, afforded time for print room staff to focus on producing more print jobs.

In a recent development, the portal has been launched to external customers. Grandcourt comments: “Having populated the external version of the portal with a variety of products we want to offer, Canon helped us to put the payment system in place by linking DSF to PayPal. After successful internal tests, we went live and have now started to market it to local consumers and small businesses.”

Grandcourt has a vision for the RDaSH print room and appears determined to realise it: “We want to attract and put more business through the print room. I’m confident that, once our external service is up and running, we’ll generate more business so that we can appoint more staff to service the business, which will, in turn, allow us to bring in more business.”

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