



How are you sharing information with your patients? With your staff?



Bring your **color printing in-house** and you'll be able to print on demand, saving warehousing and keeping materials evergreen. Spot color is a very cost-effective way of capturing attention for internal staff communications, or for patient education.

Advantages of Color:

Higher Readership:

Studies have shown up to **80% higher readership through color**.^{*} The use of contrasting colors, larger font sizes and a clear tone can be helpful in reaching the patient population more effectively.

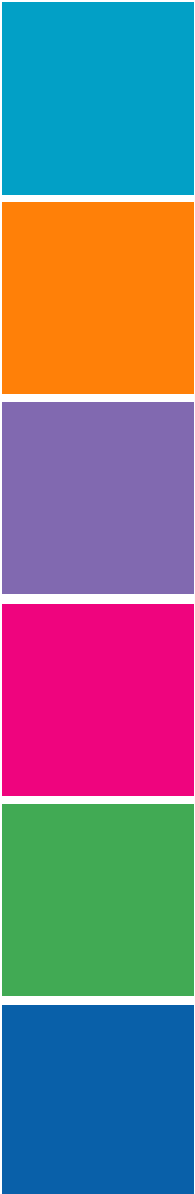
Improved Comprehension:

Color increases comprehension by as much as 73%.^{*} Color printing enables the use of illustrations and images to help explain complex medical concepts. Color can also highlight critical patient information.

Increased Participation:

Color increases motivation by up to 80%.^{*} Patient education materials that are easier to read, easier to understand and tailored to the patient's needs can be part of a solution to improve compliance in the patient's home.

* 20 ways to improve business with Xerox Color, with data from studies by Loyola College, Maryland, U.S.A., by Ellen Hoadley, Ph.D., Laurette Simmons, Ph.D., and Faith Gilroy, Ph.D; Case & Company, Management Consultants; Bureau of Advertising, Color in Newspaper Advertising; Maritz Motivation, Inc., Southern Illinois.



Applications of **color printing** in your environment:



Public Relations and Marketing:

- **Hospital Overview:** Increase recognition in the community with full color marketing materials promoting range of capabilities
- **Newsletters:** Color newsletters can help inform your patients and promote your latest improvements
- **Services Directory:** Help patients get the care they need with directory of services color coded by specialty or department



Billing and Accounting:

- **EOBs:** Use spot color to emphasize payment due, overdue status, or that the notice is only an Explanation of Benefits (EOB)
- **Payer Invoicing:** Call out Third Party Liability claims, or identify insurance status

Human Resources:

- **Work Schedule:** Color code work shifts to help staff quickly identify who's on call
- **Training Materials:** Train staff quickly and effectively on new policies and procedures with training materials printed on site



Logistics:

- **Preadmission Kits:** Highlight required forms for completion and critical patient information
- **Facility Directions:** Guide patient referrals from satellite practices to your facility with map, directions and hours
- **OR Scheduling:** Maintain high utilization rates with color coded scheduling

Operations:

- **Staff Safety Reminders:** Post color flyers where staff will see them most
- **Lab Reports:** Expedite routing with color-coded reports by department
- **Patient/Visitor Wristbands:** Color code maternity ward visitor wristbands by family or date as added security measure
- **Grant Proposals:** Add impact to research or patient care grant proposals



Patient Services:

- **Patient Menus:** Improve the patient experience with full color menus; scan patient selections with Remark OMR solution for expedited order taking
- **Patient Education:** Use color in patient education to increase comprehension and compliance

Quality Assurance:

- **Patient Surveys:** Tailor patient satisfaction surveys to help your organization meet JCAHO targets (e.g. CAHPS Hospital Survey)
- **Patient Files:** Identify records to be updated or key information required

