Automating tasks and getting digitally efficient...
We've got 19 offices smiling year round!

APPLE ORTHODONTIX

Apple Orthodontix streamlines their workflow, saving time and money with TruePrint Managed Print Services from Verity Group.

TruePrint™
Managed Print Services

hp invent

The Client

APPLE
ORTHODONTIX

Apple Orthodontix, one of the largest orthodontic care providers in the nation, has been servicing the Dallas/Fort Worth Metroplex for 22 years. Currently they have 18 offices and one corporate office through which all of the paperwork is funneled. Chad Packard, CEO of Apple Orthodontix, was frustrated by how tedious, costly, and labor intensive it had become to track all of their monthly insurance payments.

His current office equipment was not capable of simplifying this task. Verity Group stepped in and introduced Chad and his staff to the new HP CM8050 Color MFP with Edgeline technology and Digital Sending® functionality. This system put a very wide smile on the faces of the employees at Apple Orthodontix.

The Challenge

Printer and Copier Support

Tracking Insurance Claims
Tracking insurance claims and payments across multiple branches presents many logistical challenges. Apple Orthodontix receives approximately 2,500 checks and Explanation of Benefits forms (EOB's) each month from insurance companies. The forms need to be copied and filed in the corporate office. Next, additional copies are made to send (via fax or mail) to the appropriate satellite offices. Once they are received in the local offices, the forms are often copied again and filed appropriately. Proper filing is essential so that they can be referenced in the future. This monthly task was a massive paperwork nightmare and usurped a great deal of their employees' time. With so many people touching each form, there were bound to be misfilings and lost forms.

Marketing Materials
Apple Orthodontix often participates in community events and produces color brochures to advertise their involvement. In addition, they are currently looking to expand their branch offices and real estate and have been making presentations to various banks for funding. Since Apple Orthodontix lacked color capabilities with their current equipment, these kinds of projects required them to use outside resources to get the job done. This was both costly and inconvenient.

The Solution

TruePrint
Managed Print | Services

Verity Group

972.422.2228
www.verity-group.com

Verity Group already provided service and supplies for Apple Orthodontix's fleet of 80 HP printers located in their branches, when Chad Packard started shopping for a solution to solve his paperwork nightmare.

The company recommended a new **HP CM8050 Color MFP** that features new **Edgeline** technology which enables color output speeds of up to 57 pages per minute. In addition, it features **Digital Sending®** which allows users to scan documents and distribute via email or store images to network folder locations. The system integrates with current network directories to provide an easy-to-use platform to convert paper documents into digital format. To Apple Orthodontix, it was the "Cadillac" of multifunction printers.

The Benefits

Enhanced Service,
Increased Functionality,
Reduced Cost,
Simplified Billing

Bringing Paper Files onto the Network
Apple Orthodontix did have scanning capabilities with their previous copier; however, it was complicated to operate, and thus, was rarely utilized. "The HP CM8050 Color MFP's color LCD control panel is highly intuitive.

"Anyone can just walk right up and scan documents directly to email. We probably scan to email about 100 times more than we used to",

smiles Chad. Edgeline's Digital Sending® technology features a simple touch screen interface making it easy for users to quickly scan documents to email addresses or network folders. Now Apple Orthodontix scans EOB forms directly onto their network where their branch offices can instantly access them, eliminating massive amounts of paper and saving valuable time.

Color Printing Quality
Apple Orthodontix produces beautiful, full-color brochures and presentations in-house. This added convenience saves time and money. Edgeline technology uses ink processes similar to technology used in photo kiosks resulting in bright, vibrant, professional looking materials.

Easy to Operate
The new color control panel provides an intuitive interface for users needing to scan, copy, or fax. The system also leverages HP's Universal Print Driver (UPD), which means that the enduser printing interface is the same one they use for other HP printers, thereby reducing the learning curve and helpdesk calls. This was key for Apple Orthodontix which already has a fleet of almost 80 HP3030 printers throughout their branches.

The Success

Automating tasks,
Simple to use,
Growing business

Each month, Apple Orthodontix faces a mountain of dental insurance paperwork requiring multiple copies and filings. Their new HP CM8050 Color MFP with Digital Sending® technology allows them to scan hundreds of insurance forms at the touch of a button direct to their network folders.

"We got above and beyond what we wanted or expected when we placed the HP CM8050 Color MFP in our Corporate Office. Replacing human tasks with automation is a necessary leap we need to take to help grow our business."

– Chad Packard, CEO
Apple Orthodontix

Verity Group™

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The Technology

Enhanced Service,
Increased Functionality,
Reduced Cost,
Simplified Billing

HP Edgeline Technology

HP Edgeline technology is revolutionizing workgroup printing, copying, faxing, and scanning by providing color at previously unheard of speeds and low costs. Edgeline technology leverages an array of ink heads to produce brilliant prints and copies without the cost of a laser engine. The net result is a reliable, speedy color system that features the industry's lowest total cost of operation.

- Top Performance and Value
- Best in Class Reliability
- Intuitive Usability
- Amazing Versatility

To learn more about how your company can benefit from Edgeline, visit www.hp.com/go/edgeline.

The Benefits

Enhanced Service,
Increased Functionality,
Reduced Cost,
Simplified Billing

Document management is complex and no company's needs or infrastructures are the same. An efficient and cost effective output strategy involves a fully integrated blend of hardware, software, services and processes needed to achieve your individual business objectives. This strategy is on-going and must be continually monitored, maintained and improved as your business changes. The good news is that your company already has some sort of infrastructure for document output. The bad news is that it is, most likely, not optimized. Verity Group solves those issues by providing TRUEPRINT MANAGED PRINT SERVICES.

Got Questions

TruePrint
Managed Print Services

For a personal review of your print services needs contact Verity Group:

phone: (972) 422-2228 or
email: MPS@verity-group.com

Verity Group

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