

## ADVANCED SOLUTIONS FOR **HEALTHCARE**

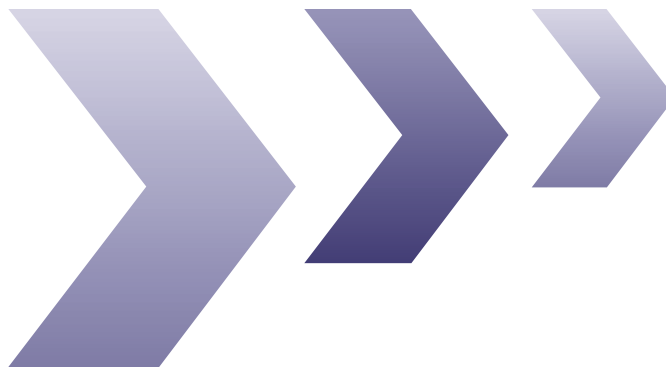
Hospitals

Group Practices

Medical Offices

Ambulatory Care

Nursing and Residential Care



**imageRUNNER**  
ADVANCE

## ADVANCED SOLUTIONS FOR HEALTHCARE PROFESSIONALS

More than ever, healthcare organizations and medical offices depend on hard-copy and electronic documents. But document-related challenges are increasing every day. An industry driven toward electronic medical records (EMR) and the need to facilitate compliance with HIPAA requirements have added new challenges to already burdened workflows. In addition, healthcare providers still need to find better ways to streamline document communication via fax and e-mail and reduce the impact of day-to-day IT management tasks.

Canon stands ready to help healthcare providers with critical aspects of their document and information workflows. Canon devices and software solutions streamline clinical workflows, improve forms processing, and help support the importing of patient information into EMR systems. The imageRUNNER ADVANCE® MFP offers robust security measures that can assist in facilitating regulatory compliance. Canon solutions can also reduce the time and cost spent in device administration tasks, enabling healthcare IT professionals to focus on improving patient care.



## Accelerate Your Path to Electronic Medical Records

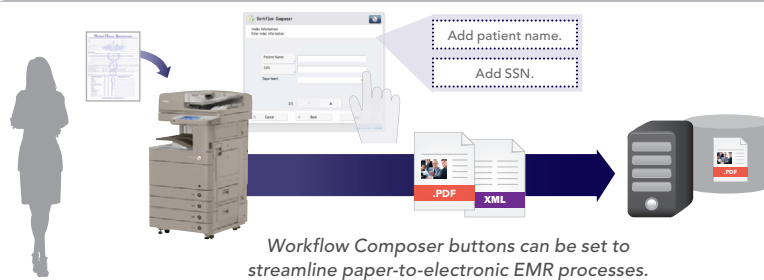
Spurred on by evolving government requirements, healthcare organizations are migrating toward electronic medical records and the electronic management of data. That said, many workflows such as admissions may still require the use of paper now and in the future.

Canon solutions offer opportunities to speed up and streamline these processes. From the high speed printing and scanning capabilities of imageRUNNER ADVANCE systems to one-touch integration workflows, you can jump-start efforts to take your facility into the electronic age. With quicker access to critical patient information, you'll deliver better, more accurate care while benefiting from more efficient, lower-cost workflows.

## CAPTURING MEDICAL RECORDS

We need a quicker, easier way to enter admission forms and other documents into our EMR.

**Enter Documents into EMR Systems with One Touch.** With Workflow Composer you can create a single button that combines multistep processes. For example, an imageRUNNER ADVANCE device can scan a form, prompt you to enter indexing information such as patient name and social security number, and integrate that information directly into an EMR or other system. You can also customize Workflow Composer buttons to meet your unique needs such as e-mailing and faxing to multiple locations.



### BEFORE

Our staff spent too much time scanning forms and test results. We then had to manually enter the data into our EMR system.

### NOW

We save time and eliminate errors by placing the form on a scanner and pressing a Workflow Composer button. The imageRUNNER ADVANCE device then prompts us to add the patient name and social security number. After this information is entered, the document is automatically sent, complete with index information, to our EMR system.

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## Facilitate Security and HIPAA Compliance

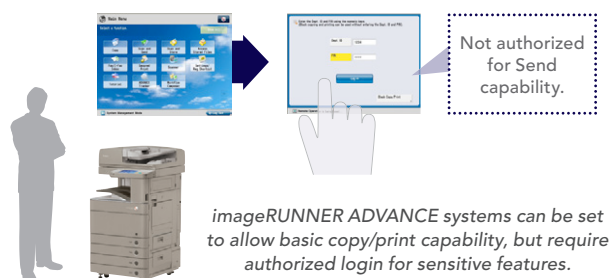
Healthcare organizations are under great pressure to comply with regulations, including those that require patient information to be kept strictly confidential. But are your organization's paper and communication workflows as secure as they could be? Chances are that you need better ways to manage and monitor the copying, faxing, printing, scanning, and e-mailing of healthcare documents.

Canon security solutions range from controlling device functionality to robust systems that cover every aspect of your hard-copy and electronic document workflows.

### RESTRICTING ACCESS & SENDING

*Every employee with access to our devices can make copies of patient records and e-mail or fax confidential documents to destinations outside our facility. But if we require passwords for every task, doctors and staff will become frustrated.*

**Stay Secure and Productive.** Function Level Authentication via the Access Management System, which comes standard with any imageRUNNER ADVANCE device, can be set to require authentication for security-sensitive functions only. For example, you can allow anyone to print or copy, but ask employees to log in for Send-to-E-mail, Send-to-Folder, and Send-to-Fax features. You can also limit document-sending capabilities to approved destinations only.



#### BEFORE

We were worried that unauthorized contractors might obtain patient information and e-mail it off premises using our MFP. This could constitute a HIPAA violation.

#### NOW

We have limited this potential vulnerability with an imageRUNNER ADVANCE device that restricts what functions users can access and where they can send information.

### SECURE FAXING

*We regularly exchange confidential patient information with insurers, affiliated doctors' offices, offsite laboratories, and different sections of our facility. If these faxes are left on a tray, they could be misplaced or lead to an information leak.*

**Receive All Faxes with Confidence.** You can now route incoming faxes automatically to password-protected folders in Advanced Box, a new file server that resides on your imageRUNNER ADVANCE device. Once a fax is received, a notification is generated for the recipient through imageRUNNER ADVANCE Desktop. This ensures that confidential faxes are never misplaced or left vulnerable in a tray or other insecure location.



#### BEFORE

Printed and faxed lab work requests were often lost, misplaced, or left on a device where they could be seen by unauthorized personnel. This left us vulnerable to violations and sometimes delayed the delivery of lab results and critical medical services.

#### NOW

Lab requests are now routed to a password-protected Advanced Box folder that only approved personnel can access in a quick, secure, and timely fashion.

## Send and Receive Documents More Efficiently

For healthcare providers, document traffic can be intense. Lab requests, reports, and charts are sent and received constantly. Unless these organizations maintain a large number of devices and fax lines, communications can break down, numbers and e-mail addresses can get lost, and crucial documents can go missing. To provide a high level of care and service, this vital communication link must be as available and efficient as possible.

Canon offers a number of solutions to reduce costs and streamline the sending and receipt of critical documents.



### AUTOMATING DOCUMENT DISTRIBUTION

*Many times a day, our office routes documents for lab requests and prescriptions, often to multiple destinations. We need a way to make this workflow faster, easier, and more accurate.*

**Send Accurately with One-Touch Workflows.** If you find yourself repeatedly sending documents to particular or multiple destinations, you can easily create one-touch buttons in Workflow Composer that enable you to complete the task quickly and accurately every time.

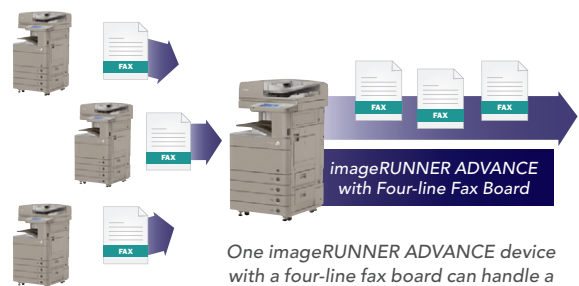


### CONSOLIDATING FAX LINES

*Our hospital sends hundreds of faxes each day. It can be costly for each device to have a dedicated fax line, considering some are currently underutilized.*

#### Cut Costs with Fax Machine Consolidation.

Many imageRUNNER ADVANCE systems have the ability to support up to four lines for faxing. Once an imageRUNNER ADVANCE device has been equipped and designated as a central fax distribution device, all other imageRUNNER ADVANCE devices on your network can use Remote Fax instead of having their own fax lines. This enables a healthcare organization to save the cost of additional fax lines, while providing instant fax capability for everyone who needs it.



*One imageRUNNER ADVANCE device with a four-line fax board can handle a large amount of fax traffic.*

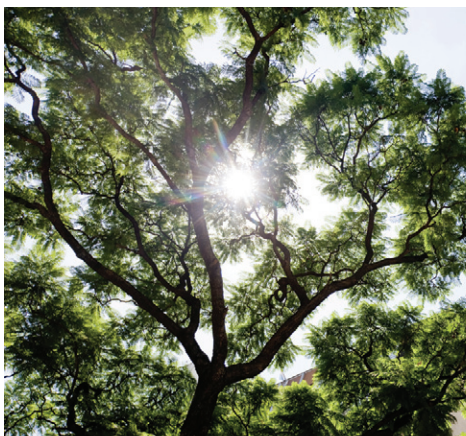
#### BEFORE

*It was expensive to maintain underutilized fax lines in every office and department.*

#### NOW

*We now save on all those costs with one central imageRUNNER ADVANCE device that others can share. This allows us to maintain high productivity, while paying for only the fax lines we need.*





## Promote Safety and More Environmentally Conscious Behavior

Most healthcare organizations strive to be more environmentally responsible and safety conscious. But to reach their goals, they must support safe and sustainable practices in their use of materials, energy, and choice of products.

Canon product development is guided by the corporate philosophy of *Kyosei* — living and working together for the common good. This means that the interests of society, the environment, and safety are an integral part of Canon business practices. As a result, Canon always strives to meet and exceed safety measures and the most exacting environmental regulations.

### SAFETY

➤ **Staying Ahead of Worldwide Goals and Regulation.** The European Union's RoHS directive restricts, prohibits, and/or controls six hazardous chemical substances. Canon goes above and beyond this requirement by restricting these to control a total of 24 hazardous substances.

### CONSERVING ENERGY

➤ **Reduced Warmup Time and Heat Usage.** imageRUNNER ADVANCE features key printing elements that can heat up quickly and print at lower temperatures. Not only does this reduce costs, it also means that you wait less time for a device to warm up.

➤ **One-Watt Sleep Mode.** Thanks to a one-watt sleep mode, when your imageRUNNER ADVANCE isn't in use, it's also not burning up your budget.

➤ **Better Scanning with Less Energy.** Scanning is increasingly a part of the healthcare environment. The technology in imageRUNNER ADVANCE reduces scanning power consumption by up to 75 percent over other models.

➤ **ENERGY STAR® Qualified.** The ENERGY STAR Program promotes the development of energy-efficient products. Since it was announced in 1993, more than 150 Canon copiers, printers, and multifunction peripherals have earned the ENERGY STAR rating.



### CONSERVING RESOURCES

➤ **Helping Healthcare Organizations Reduce Waste.** Canon enables you to promote responsible device usage among medical staff. You can encourage them to take advantage of double-sided printing and printing two or four pages on a single sheet.

➤ **Designing Smaller, Lighter Products.** Canon strives to make its products the very smallest and lightest available in each category. This reduces the amount of energy needed for transportation from the factory to your office.

➤ **Recycle-Conscious Design.** Canon development teams consider all stages in each product's life cycle, striving to maximize the use of plastics that have been already introduced into the environment wherever possible.

➤ **Conserving Power Across the Entire Product Life Cycle.** Canon has a unique product design system called Life Cycle Assessment (LCA). It looks for ways to reduce carbon emissions at every stage of a product's life, from raw materials all the way to disposal.

➤ **Toner Cartridge Recycling.** To support local recycling and energy recovery efforts, a plastic resin code is engraved on each toner cartridge. If Canon plastic toner containers cannot be recycled locally, Canon also offers a collection program.



## Control Costs Associated with Your MFP

Like any organization, healthcare providers need to manage overhead expenses to meet budgetary targets. But misuse of office technology and excessive use of paper and toner can lead to heavy, hidden costs.

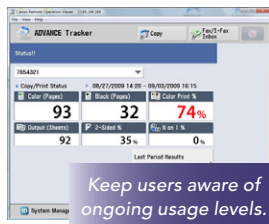
imageRUNNER ADVANCE systems offer a number of built-in and optional cost recovery solutions that enable you to save paper, energy, toner, and money. With these solutions you can influence employee behavior or even mandate cost-conscious activity.



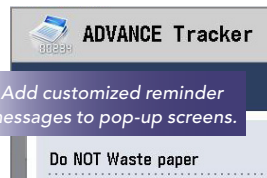
### PRINTING POLICIES

*Our hospital wants to reduce wasteful copying and printing, but it's not always easy to modify user behavior.*

**Influence and Gain Insight into User Behavior.** Canon imageRUNNER ADVANCE Tracker, a server-less application, helps you monitor, influence, and reduce wasteful user print behaviors on an imageRUNNER ADVANCE device. Tracker reinforces awareness of user output with pop-up reminder screens within the user interface screen. It also helps administrators manage costs by monitoring individual and group output activity through a Web-based application.



Keep users aware of ongoing usage levels.



Monitor print activity through a Web-based tool, or have reports e-mailed to you automatically.



#### BEFORE

We had several users who were abusing their print privileges, leading to high paper and toner costs.

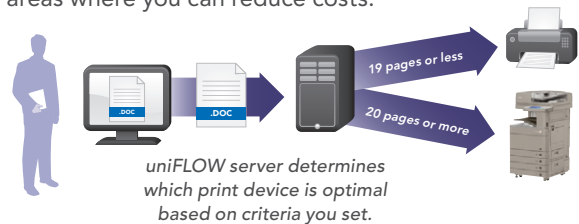
#### NOW

Now everyone knows exactly how much paper and color they're allowed to use, and they see a running tally of their usage every time they use the device. Our administrators can also track device usage and identify abusive behavior.

### COST CONTAINMENT

*We have a large number of devices and need a better way to gain insight into costs across our entire fleet.*

**Control Costs Comprehensively.** uniFLOW Output Manager enables you to gain control over all print usage, even across a large facility. You can make users aware of how much each job will cost, limit the color print capabilities, route jobs automatically to less expensive printers, proactively manage your fleet, and create detailed analytical reports to identify areas where you can reduce costs.



#### BEFORE

Everyone in our hospital could make color printouts, even when they had no need. This added up to heavy toner usage.

#### NOW

We save costs by restricting color printing only to those who need it.

#### BEFORE

We knew a particular department was using too much paper but had no idea which personnel were responsible.

#### NOW

We can now track and analyze device usage with easy-to-understand reports. This gives us granular insight into our device usage and helps us control and reduce costs. We can also identify departments and individuals that are abusing their printer privileges.

## Keep Devices Up and Running

Because healthcare providers often deliver timely, vital services, they need their devices and document systems to be ready whenever they're needed. Time spent maintaining devices could be used on other initiatives.

Canon imageRUNNER ADVANCE devices and software solutions can streamline device setup, management, and maintenance tasks. Built-in features allow administrators to keep on top of any maintenance or supply-related issue, while software solutions make it easier to manage device settings and facilitate user access.



## MAINTAINING & UPDATING DEVICES

*Whenever a device needs attention for a small issue like running out of toner or paper, our IT staff gets distracted from other responsibilities. They also spend too much time in repetitive tasks like meter reading and updating firmware.*

### Count On an MFP That Helps Take Care of Itself.

Improve productivity while reducing waste. Canon offers two solutions that can work in tandem to automate problem resolution and maximize print device availability.

Stay on top of device issues you can resolve in-house with imageWARE™ Enterprise Management Console. Automated e-mail reports and text messages can notify staff about low toner, paper errors, and other easily solved problems that can impede productivity.

For true automation, Canon imageWARE Remote enables authorized service providers to proactively receive updates from your devices. imageRUNNER ADVANCE devices can automatically send status and error code alerts for maintenance-related issues, as well as meter reads for convenient and accurate billing.

With the new Content Delivery System (CDS), your service provider can schedule a firmware update to occur at a specific date and time. Updates can be downloaded and installed on your imageRUNNER ADVANCE device during off hours, or delivered to the device so a service technician can deploy them at your convenience. This helps you keep your devices up to date without interrupting your offices or their services.



*imageRUNNER ADVANCE systems are made to help take care of themselves.*

### BEFORE

Our MFP often was unavailable because of a paper or toner issue. This caused delays for admissions and other procedures.

### NOW

A responsible administrator now receives an alert whenever paper or toner is low. As a result, our office keeps running smoothly.

### BEFORE

Our IT department had to send a person around to every machine once a month to take meter reads. This was time consuming.

### NOW

Our staff can now concentrate on more important things because our service provider receives accurate meter reads automatically.

## Before You Speak with a Canon Representative

Canon offers an extremely robust and wide-ranging set of solutions, both on its own and through integration with third-party software and hardware providers. These solutions leverage deep experience in the healthcare industry and provide innovative ways to improve scanning, copying, e-mail, and faxing via MFPs and standalone devices. This insight can result in more efficient workflows and business processes.

Before you call or meet with your Canon representative, you may want to be ready to answer the following questions:

- How are you currently using your MFPs or standalone devices such as scanners and faxes?
- How do you use the copying, scanning, e-mailing, and faxing capabilities of these devices?
- How do your admissions and other paper-based processes currently work?
- How are your forms converted to digital records?
- What are the steps and technologies involved in your clinical workflows?
- Is HIPAA affecting how your organization processes documents? If so, how?
- How does your organization maintain devices and manage usage and access?

## Meeting the Unique Output Needs of Your Organization

Leaders of healthcare organizations look for solutions that simplify and improve critical processes within their infrastructure. Canon stands ready to offer in-depth knowledge, practical expertise, and field-tested technology when developing solutions for all your document-related challenges.

Whether you're considering hardware, software, or both, Canon Professional Services can help your team analyze and evaluate your existing processes, then partner with you to carefully implement integrated solutions linked to your organizational goals.



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