



The Customer

A medical laboratory and diagnostic service that provides comprehensive anatomic, clinical, and molecular pathology testing to physician practices and hospitals.

The Need

In 2016, the company embarked on a re-evaluation of its installed base of printers, a process that revealed a significant inefficiency; employees working in the field were working with outdated office equipment to process patient lab orders. Not only were the legacy office machines consuming valuable desk space, they were also expensive to purchase and operate, on a cost-per-page (CPP) basis.

What the medical diagnostic and laboratory staff needed was a fleet of compact, economical, low cost multifunctional printers (MFPs) with fast, high-quality copy, print, fax, and scan functionality. By replacing outdated equipment, new cost-efficient, productivity-enhancing workflows could be built around printers.

THE SOLUTION

After conducting an in-depth, multi-vendor product testing phase, the company chose to equip its remote locations with Brother's print technology. Specifically, it selected a mix of the **monochrome laser multifunctional Brother DCP-L2550DW printer** and **compact digital color multifunctional MFC-L3710CW printer**, when color was needed. This mix of devices offered the medical diagnostic and laboratory service competitive pricing, low running costs, and space-saving footprints. With an installed base of over 1,400 Brother MFPs, employees had the tools they needed to quickly and efficiently process lab orders.

A key factor in Brother's success with this engagement was the bundled scan utility software; users were able to send lab orders directly to a network-share folder as a PDF file. This new scan-to workflow had an unexpected upside: hundreds of costly fax lines were eliminated.



Brother DCP-L2550DW
Monochrome Laser
Multi-function Printer



Brother MFC-L3710CW
Compact Digital Color
All-in-One Printer

THE RESULT

While disconnecting fax lines was not the original goal, the company realized a substantial cost savings by doing so. A simple scanning solution, one that leveraged existing network infrastructure, took its place. Other tangible benefits Brother solutions offered included...

- **Competitive Purchase Price** – Fully-featured products at a low cost.
- **Low Running Costs** – High-yield toner cartridges help reduce per-page consumable costs.
- **Space Saving Design** – Compact footprint enabled the devices to fit in the tightest spaces.
- **Seamless Scan-to Workflows** – Scanned documents were automatically routed as PDF files.
- **All-in-One Energy Efficiency** – Single-platform, with one power source and a variety of energy-saving modes.
- **Ease of Procurement** – Brother's expansive dealer network puts products within easy reach.

Brother maximized return-on-investment for this medical diagnostic and laboratory service by delivering measurable cost savings and end-to-end workflow efficiency. And with a three-year track record in the field, Brother MFPs have proven that they're long term solutions by reliably handling thousands of lab orders around the clock.

For more information on Brother, please visit <https://brothersolutions.com/industry/healthcare/>.