

case studies

Toshiba Business Solutions-Florida creates a billing system for Leavitt, resulting in improved efficiency and a 24-month Return-on-Investment

problem

Leavitt Management Group's dermatology and hair restoration clinics shipped daily overnight packages filled with billing documents to headquarters, running up Federal Express charges and increasing the margin for error.

solution

Toshiba Business Solutions-Florida introduces the company to Questys, in conjunction with Toshiba's e-STUDIO line, enabling clinics to scan billing information to be automatically uploaded to headquarters—thus eliminating overnight shipping charges.

***In brief:** When Leavitt Management Group purchased a single e-STUDIO unit from Toshiba Business Solutions-Florida, the account representative responsible for the sale uncovered a need that could be met with a combination of Questys, installed at Leavitt's headquarters, fed by data from an e-STUDIO28 at each of Leavitt's clinics. The result: a solution that will return Leavitt's investment in a mere 24 months.*

Leavitt Management Group, Inc., located in Maitland, Florida, manages 60 dermatology and over 30 hair restoration clinics throughout Florida and the southeastern United States. In the fall of 2001, Leavitt contacted **Toshiba Business Solutions-Florida (TBS-FL)** in Orlando with a relatively small order for a single Toshiba e-STUDIO unit.

But at this time, TBS-FL was building its integrated software business and had been training its team on software solutions. And although the Leavitt order consisted of only a single unit, the sales representative responsible for the account saw an opportunity to improve its client's operations using the versatile and adaptable capabilities of Questys.

He quickly scheduled a meeting, bringing TBS-FL's Solutions Product Manager together with Leavitt's CFO, Director of Operations and a senior programmer. TBS-FL presented an

overview of Questys and gathered information on Leavitt's operations—then in the following weeks offered a proposal that would change the way Leavitt managed its billing.

The situation

Each time a Leavitt dermatology office treats a patient, the nurse completes an "encounter form," which details the patient's treatment and progress. Each Leavitt clinic sees approximately 60 patients a day, so at the end of the day, each clinic has 60 of these forms to send to headquarters for billing. All 60 Leavitt dermatology clinics followed this protocol, resulting in 60 packages—approximately 3,600 individual "encounter forms" being shipped by Federal Express each day.

Once the packages arrived at headquarters, billing clerks keyed in the information for billing various insurance providers.

The cost in overnight shipping charges—five days a week, every week—was significant, as was the margin for error, with so many people involved, and so many packages changing hands.

The solution

To address this situation, TBS-FL created a solution using a combination of Toshiba equipment and Questys software.

Fourteen Leavitt clinics in Florida were chosen as a starting point. Each of the 14 was outfitted with e-STUDIO28 units. Now, once a patient visit is complete, the encounter form is scanned into the system. At end of the work day, all 60 encounter forms are uploaded to headquarters' computer system...and Federal Express charges are eliminated.

solutions

Leavitt Management Group, Inc.

To handle these incoming forms, TBS-FL installed Questys at headquarters. When the files arrive, Questys automatically imports the data; puts it through an optical character reader (OCR) to create a text file for search purposes; and indexes the information into a database.

Now when billing clerks arrive in the morning, the documents are waiting for them. They search for the forms they are responsible for, and bill the claims immediately.

The results

For Leavitt, the results were immediate in the time and effort saved during the billing process, at each clinic and at headquarters, too.

But this solution also directly affects Leavitt's bottom line, since the investment in software and equipment would be recouped in a mere 24 months by the elimination of Federal Express charges *alone*.

For TBS-FL, the returns continue to mount. In the coming weeks, Leavitt will next take the new process to its remaining 46 dermatology clinics, then convert its hair restoration line, too. The company is also considering partnering further with TBS-FL to install FormScape for electronic forms printing. So by taking a holistic view of its client's business, TBS-FL turned a transaction that could have ended with the sale of a single e-STUDIO unit into nearly a \$250,000 order...with more to come.

About Toshiba America Business Solutions

Toshiba America Business Solutions, Inc. (TABS), manages product planning, marketing, sales, service support and distribution of copiers, facsimiles, multifunction printing products, network controllers and toner products throughout the United States, Latin America and the Caribbean. Headquartered in Irvine, California, TABS comprises four divisions: the Electronic Imaging Division, Toner Products Division, Document Solutions Engineering Division and TOPAC, a subsidiary which operates a network of office equipment dealers.

Named the most favored manufacturer in six of the past seven years by the Business Technology Association (BTA), Toshiba's entire product line, customer support and marketing distribution policies are a marker for the industry. Among the many other awards garnered in recent years, Toshiba was named the "Copier Manufacturer of the Year" by the Marketing Research Consultants (MRC) in 1997, 1998 and 2001 and received the CIO Web Business award for its leading edge intranet site in 1998, 1999 and 2000.

TABS is an independent operating company of Toshiba Corp., the fifth largest electronics/electrical equipment company and the world's 44th largest company in terms of sales. Toshiba Corporation is a world leader in high technology products with more than 300 major subsidiaries and affiliates worldwide. Fiscal year revenue in 2000 was approximately \$54 billion.

For more information on Toshiba copier, facsimile and printer products, or for a local dealer, call 1-800-GO-TOSHIBA or visit the TABS Web site at either www.copier.toshiba.com or www.fax.toshiba.com.

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