



**brother**  
at your side

# Giving patients the best service

How Otara Health Centre reduced costs by up  
to \$1200 a year and increased productivity with  
Brother Managed Print Services



**best for  
business**



## Challenge

To support the complex and fast-paced operation of the Otago Family & Christian Health Centre, we needed to provide fast, reliable scanning and printing solutions in a range of formats, requiring minimal time and effort from medical staff.

## Solutions

Brother's Managed Print Services (MPS) takes care of everything needed to make the printers run as they should – print solutions run smoothly in the background, so medical staff never need to think about it and can focus on their core day-to-day tasks.

The MPS programme saw Brother dedicating time to analysing and understanding Otago Health Centre's needs. Then, they matched fit-for-purpose machines with staff needs, placing these in the right locations to maximise productivity and cost efficiencies.

Plus, they're supported by Brother's comprehensive suite of service and support. Apart from the machines being delivered and set up for free, automated consumables replenishment means they're never caught short for important printing jobs and there is free recycling for old consumables. The Brother NZ helpdesk is also available 7 days a week and proactive maintenance and servicing ensure there's no downtime.

**"In this dynamic environment, we need to be focused on service delivery. Our technical equipment should simply work, and not cause hold-ups. We are a medical centre, people can lose their lives if our things don't work properly."**

**Roshan Fernando,  
Business Manager, Otago Family  
& Christian Health Centre**

## Benefits

Staff at the Otara Health Centre can devote their attention to serving patients and managing the practice without print distractions.

Responsive service from Brother 7 days a week frees up Otara Health Centre's staff from having to manage and maintain printers, sort issues or restock consumables.

Having the right machines placed in easy reach of staff has meant that staff workflows are more efficient, because they're not spending time walking to the printer and getting distracted on the way or experiencing bottlenecks at the printer. There are no hooks or hidden costs for the business, just a transparent fee that is based on the number of pages printed.

**"The point of difference with Brother was that they took the time to understand our needs and find the right solution for us... I'm yet to have anyone come to me to tell me their printer won't print. We've had a 100% success rate."**

**Roshan Fernando,  
Business Manager, Otara Family  
& Christian Health Centre**





## Otara Health Centre Overview & Challenges

**The Otara Family & Christian Health Centre is a busy medical practice in Otara.**

**“It’s like little Middlemore,” says Business Manager Roshan Fernando. “We have 9,000 patients, and 90% of them are high needs, in other words they have two or more serious conditions.”**

**The centre has a staff of 25, including seven General Practitioners and six nurses, supported by midwives, podiatrists, reception and administrative staff. Printing and scanning plays a crucial role in this specialised environment.**

When Mr Fernando took on his role at the Otara Health Centre late in 2016, the print operation was chaotic and absorbed a lot of time. He had to deal with a high level of staff dissatisfaction about the printers.

Consumables were not managed efficiently; with ink sometimes completely running out, or staff removing and discarding cartridges before they had been fully used.

When a printer broke, they had no back-up and needed to purchase a replacement unit urgently. The models used also weren’t very well matched to business requirements and they disrupted workflows – for instance, not responding quickly enough when scripts had to be printed or not being situated near staff.

“People got frustrated, and started swapping their machines for others in the practice that were still working. This caused network issues. To make matters worse, our IT supplier had not installed the latest printer drivers, so the printers did not deliver all the functions they were supposed to, such as double-sided printing.”

**“The point of difference with Brother was that they took the time to understand our needs and find the right solution for us.”**

**Roshan Fernando,  
Business Manager, Otara  
Family & Christian Health Centre**

## A Brother Solution

To bring efficiencies and savings to their chaotic, time consuming print operation, Mr Fernando partnered with Brother's Managed Print Services with Cost Per Page Inclusive.

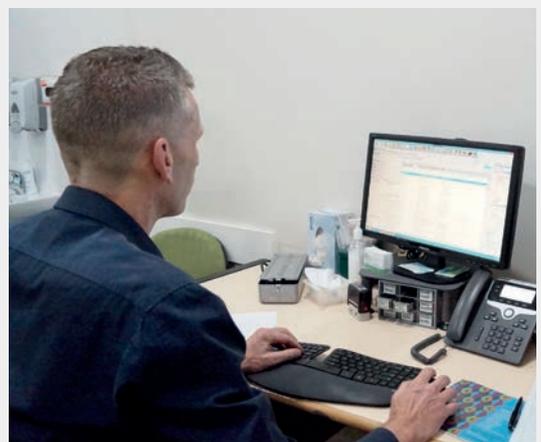
The true cost of printing to Otara Health Centre was also unknown, because they had a range of devices belonging to different manufacturers that were purchased ad hoc. Print volumes, device placements and workflows/time costs were not optimised either, creating further inefficiencies.

With a background in business management and having worked at technology companies before, Mr Fernando was used to dealing with suppliers and has a good grasp of IT.

Brother analysed the needs of the business and suggested a tailored suite of printers that would see the right device allocated to the right location in the medical centre, as well as sensible back-up solutions should anything fail. Machines were specifically chosen to suit the unique needs and challenges of the practice. And just like that, Otara Medical Centre's ad hoc printing operations were tidied up and running like clockwork in the background.

"The point of difference with Brother was that they took the time to understand our needs and find the right solution for us. It's been four months now, and I'm yet to have anyone come to me to tell me their printer won't print. We've had a 100% success rate."

MPS makes the ongoing running of printers easy for Otara Health Centre, as Brother takes care of the everyday requirements and is ready to provide support when needed.





## Business Benefits

Using Brother's Managed Print Services, the Otara Health Centre saves money too. Their monthly costs dropped by \$80 – \$100 per month, and there are no hidden charges.

"Having everything on lease also means we can run everything through our profit and loss account, which gives us a tax advantage."

Brother's Managed Print Services saves time too. With the right machines placed in the right locations, staff workflows are more efficient. Consumables wastage and the sudden need to replace old consumables has also been eliminated, as new consumables turn up just as the old one is running out. Recycling is also taken care of, so there is no more confusion around accidentally re-using old consumables.

"It increases my capacity, decreases people relying on me. If there is a problem, people can ring Brother directly on their 7-day helpdesk. Brother is always very helpful and proactive. I know if there is a problem, our account manager at Brother will take care of it quietly and efficiently."

The main thing, however, is the peace of mind Managed Print Services provide. "I know our printers are well looked after through proactive, on-going maintenance, and if anything should break, we have backup on site. Plus, Brother will get us a replacement for any faulty equipment within four hours, or the next day at the latest. I can focus on my core role, and not worry about the printing".

**"MPS is really good for small business. You find efficiencies working with Brother account managers that you don't have the time or ability to find yourself."**

Roshan Fernando, Business Manager, Otara Family & Christian Health Centre

# Optimise your printing with Brother Managed Print Services

Your true cost of printing could be more than you realise! Brother has a team of experts ready to show you how Managed Print Services can benefit your business. They will:

- Work with you to review your current printing ecosystem
- Provide a bespoke recommendation to improve the way you work – reducing costs and increasing productivity
- Manage the transition to optimised printing with unrivalled on-going support

## About Brother

Brother has been at the side of Kiwis, delivering peace of mind with outstanding service for over 50 years. They've been rated the number 1 print brand for service and support by Kiwis.\*

Brother are the leading provider of print and imaging equipment and labelling solutions in New Zealand – servicing the retail, corporate and B2B markets. Brother's Managed Print Services take the time to understand your needs and find the right bespoke solution for your business. They'll ensure your print solutions work like clockwork in the background, allowing you to focus on your core day-to-day operations.

\*According to Perceptive research 2018.