



“With the DocuSheeter DTs, we can do five times the amount of work with the same amount of people. One person can run five machines.”

Rodney Sole, team leader of Blue Cross Blue Shield of Nebraska's print shop

Time is Right at Blue Cross

Industry

Insurance

Application

EOB and remittance advice statements

Printers

Xerox DocuTech® 6180

Solution

DocuSheeter™ DT

Saving money is always sound business, but in some cases saving time is equally important. That's certainly the case for Blue Cross Blue Shield of Nebraska's Print Shop, which is responsible for printing almost all of the materials necessary to service the more than 620,000 people insured by the company.

“We produce the majority of forms that make the company run,” said Rodney Sole, team leader of the Omaha-based print shop and a veteran of over 20 years at the company. “That includes 50,000 Explanation of Benefits (EOB) and Remittance Advice Statements per day as well as hundreds of in-house forms.”

In order to increase efficiency in the print shop and better serve their internal and external clients, Sole wanted to automate the printing operation by investing in the DocuSheeter™ DT roll feed system.

Manufactured by Lasermax Roll Systems, the DocuSheeter DT eliminates the highly labor intensive task of loading reams by producing

up to 50,000 sheets from a roll to continuously feed a digital printer and offers savings in paper costs as well as significant increases in productivity.

Joe McNellis, the director of Integrated Business Services, who oversees the mail room, print shop and Graphics Service Department, agreed that the DocuSheeters would provide huge payoffs in the shop.

“We realized that if we could put 50,000 sheets of paper in a paper drawer once per day that we would have more in the way of savings than just money,” Sole said. “We would save so much time spent opening boxes and reams of paper, filling trash cans with wrappers and loading paper trays.”

Those assumptions proved true immediately after two DocuSheeter DTs were installed on their DocuTech™ 6180s.

“With the DocuSheeter DTs, we can do five times the amount of work with the same amount of people,” said Sole.



“The DocuSheeters just run and run and that’s what makes them so spectacular.”

In addition to the EOBs, Blue Cross Blue Shield of Nebraska prints 300,000 benefit booklets per year, which then go to the mailroom staff for fulfillment and mailing. During the print shop’s busiest time —from August to the end of November — they operate 24 hours per day, five days per week.

“Before the DocuSheeter, we had to have one person per printer just to keep it loaded and unloaded. The time had come for a more advanced system to handle our ever increasing workload,” Sole said. “Now one person can run five machines.

“Ten years ago we were doing about 10 million impressions a year, today with the same amount of employees we’re upwards of 50 million a year.”

Sole estimates that in addition to the labor savings, they save approximately \$20,000 a year in paper costs as they pay less for rolls than cut sheet.

The DocuSheeter DTs also work as part of Xerox’s Manual + Book Factory to provide major savings in the production of the benefit booklets. The Book Factory produces finished books at the touch of a button. The system includes a Xerox DocuTech 6180 fed by Lasermax Roll Systems DocuSheeter, with a CP Bourg Book Factory (BBF) accepting DocuTech output to produce perfect-bound books or saddle-stitched booklets in-line.

“Before we used thermal or tape binding on our 300,000 benefit booklets. Now, with the BBF we stitch the benefit booklets in-line and save significant money,” Sole said.

By helping the staff be more efficient in the print shop, the DocuSheeters have indirectly helped the mailroom staff be more efficient as well.

“With the increased production,

we run more in less time,” he said. “This faster turnaround time on our part means a more timely result in the Mail Processing Center and less overtime waiting for the print shop to complete their work.”

Savings and efficiencies are only part of the story –improved working conditions are also quite important. The DocuSheeter eliminates any health issues associated with constant loading of reams into the printer.

“At first, our staff was intimidated and feared they needed to wear steel-toed shoes when working with the larger rolls of paper, but now there’s no more lifting of reams of paper,” Sole said. “Almost anyone can change a roll quickly and within five minutes the printer is going again. Literally, they just put the roll on once a day and then they can be off doing something else.

“Roll paper is also more reliable - with only two sides to absorb or dispel moisture instead of four we see less jamming during climate changes.”

For Sole, the DocuSheeters are sometimes forgotten because they are so reliable.

“The DocuSheeters are built really well and have been nothing but dependable,” Sole said. “They’re part of the DocuTechs and our Xerox tech does the service on them, and it’s just seamless.

“The DocuSheeters just run and run and that’s what makes them so spectacular. We don’t waste time anymore on paper jams or maintenance or lengthy stops and starts. With the increased production, we run more jobs in less time,” he concluded. “And you know what they say -‘time is money’”

©2007 Lasermax Roll Systems. All rights reserved. The Lasermax Roll Systems name and logo and DocuSheeter are trademarks of Lasermax Roll Systems. DocuTech is a registered trademark of Xerox corporation.



www.lasermaxroll.com

China	Shanghai	+86 216 2790792	info@lasermaxrollsystems.cn
	Beijing	+86 108 5804932	info@lasermaxrollsystems.cn
Singapore		+65 6793 9478	info@lasermaxroll.sg
Sweden		+46 372 256 00	info@lasermaxroll.se
United Kingdom		+44 179 370 7110	info@lasermaxroll.co.uk
USA		+1 781 229 2266	info@lasermaxroll.com