



# Medical Mutual of Ohio Case Study

## MEDICAL MUTUAL OF OHIO

### Executive Summary

**Striving to deliver outstanding customer service, the biggest challenge Medical Mutual's print shop faced was the ability to provide timely details regarding job status and accurate chargeback information. The shop needed a Print MIS system that could ensure it was running at optimal performance and, perhaps more importantly, prove that it was running at optimal performance.**

#### The Customer

Founded in 1934, Medical Mutual is the oldest and largest health insurance company in Ohio. The company serves its customers through high-quality, affordable group and individual health insurance plans, and third-party administrative services to self-insured group customers. Headquartered in Cleveland, Medical Mutual also has 12 remote sales, service, and information technology offices locations across the state. Medical Mutual's print shop provides digital and offset printing, bindery and mailing services to the company's 2,500 employees and more than 1.6 million customers. The shop produces over 2,000 unique jobs to support the company's various departments and external customers.

#### The Challenges

- Gathering job data for billing, controlling costs and tracking inventory was a difficult task for the shop. Using a number of different manual methods to collect data, and requiring a large paper trail to manage and track inventory, the shop gathered information in an often confusing and time-consuming manner.
- The shop had no way of analyzing and justifying the amount of machinery and employee time dedicated to a particular job. Also, because there was no system in place to store and track inventory, the shop frequently ran small costly jobs based on individual departmental demands.

- Because no centralized system was in place to track the shipment and fulfillment of jobs to various office locations and departments, the shop was bombarded with dozens of calls a week inquiring about orders having gone missing or having been claimed by a department as never received.

#### The Solution - Why Avanti?

As with any in-plant operation, Medical Mutual's print shop is constantly being financially scrutinized by the corporation to ensure that delivering the work in-house (versus outsourcing) is the most cost-effective and efficient method for the company. The shop needed a centralized system that could easily track, store and report data. Specializing in end-to-end Print MIS solutions for both in-plant and commercial print companies, Avanti's integrated system for sheetfed, web, digital, large format and binderies was a perfect fit for Medical Mutual. Upon installing Avanti's Shop Floor Data Collection, Estimating, Job Costing and Inventory modules, the print shop began noticing some major changes and improvements to the way it does business.

#### The Benefits

##### 1. Tracking Jobs & Streamlining Workflow

With the centralization of all Medical Mutual's Print Shop data into Avanti's Shop Floor Data Collection module, every job produced in the shop was entered, tracked, fulfilled and billed in the same way. In addition, once data is entered and stored in the system, it can easily be retrieved and examined for real-time status, 24 hours a day, 7 days a





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Bringing both employee and equipment data together, Dean uses the combination of the two reports to maximize the overall efficiency of the entire shop. The shop can now ensure that, "each person is being as productive as possible, and the type of equipment chosen to run a particular job

is the best option for that job," states Dean.

### 3. Accountability

The need for a more accurate and accountable inventory / fulfillment control and warehouse management system was another important issue for Medical Mutual. Prior to implementing Avanti's Inventory and Fulfillment module, Dean estimates he was receiving more than 15 calls a week inquiring about orders having gone missing or having been claimed by a department as never received. Upon closer inspection, Dean discovered that although orders had been shipped, they were often misplaced at the receiving location. Because there was no centralized tracking system of shipments in place, it was difficult for the shop to determine the status of a shipment once it left the warehouse.

With the implementation of Avanti's Inventory and Fulfillment module - which fully integrates into all of the shop's existing data - jobs are now tracked end-to-end enabling accurate and realtime responses to status inquiries. All information, including who signs for the shipment to leave the warehouse and who signs to receive it at the other end, is automatically tracked

and stored in the system. As a direct result, Dean says calls regarding shipping and fulfillment issues are now down about 94%.

There's no turning back for Medical Mutual, says Dean. "Basically, the software has allowed us to provide a better quality end-product with more cost efficiency and a quicker turnaround time to the customer."



week. "We now have a much tighter control on all of our costs and job production times," says Terry Dean, director of Graphic Services. The tracking system also allows customer service reps to communicate accurate job status information to sales reps and various other departments.

### 2. Increased Productivity & Efficiency

Through Avanti's reporting system, the shop began collecting and comparing production data to make adjustments to machinery chosen to produce a given job.

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"We're able to pull detailed information on all of our equipment, and determine exactly how much time it takes a particular machine to produce any given job," says Dean. Ensuring the right machine was chosen to run every job also meant reduced

turnaround and fulfillment times for Medical Mutual customers. Dean further uses these reports to analyze and justify the need for new equipment purchases. "Because we can now determine which piece of equipment is best for any given job, we are able to justify new equipment purchases through analyzing what kind of jobs are coming into the shop most frequently, and analyzing existing equipment's utilization."

Medical Mutual also discovered shop floor data collected in Avanti's system could be used to create reports to better understand how much time employees were taking to complete every job. "Using the shop floor data collected from Avanti's system, we were able to pull detailed reports on each employee to determine the actual amount of time that was spent working on a particular job." The shop used this data to help employees predict their downtime, and to teach them how to effectively manage this "extra" time to meet deadlines ahead of schedule. Employees now confidently identify and implement their own areas for improvement to make sure they are staying on track.