

## THE POWER OF PANASONIC LEADS TO SUCCESS STAFFING ORGANIZATION FOR NURSING EMPLOYMENT OPPORTUNITIES

Located in Memphis, TN, Nursing Innovations (member of Teamstaff RX) staffs many of the finest health care facilities with nursing professionals across the country. With 35 company employees, the organization prides itself in matching the nurse's specialized set of qualifications with the medical facility's needs.

Although the company used a color copier, they were experiencing problems with this less than reliable model and could no longer deal with the down-time. John Myers, Sales Consultant from Novacopy recommended he replace the current model with the award-winning Panasonic C3 Series. Having earned the award for **#1 in Reliability from Office Product Analyst**, the Panasonic C3 would prove to be the ideal solution for Nursing Innovations, providing them increased reliability, enhanced versatility and a monetary savings!

Headquartered in Memphis, TN Novacopy has been a Panasonic dealer for 8 years, specializing in comprehensive solution sales. With three offices in Tennessee (Memphis, Nashville and Jackson) and one in Dallas, Texas, Novacopy sales representatives pride themselves in a unique solution approach to sales. Understanding and analyzing the customer's business enables the consultants from Novacopy to determine the proper unique mix of products that help process documents and increase efficiency, specific to that customer.

### Primary Application & Method of Completion Using the C3

The company has two primary printing applications, one of which now utilizes the integrated SD Card. Each new Nursing Innovations employee is photographed and that image is stored on the camera's SD card. The image is then printed in 5" x 7" format and displayed on a wall-size organization chart which clearly identifies the placement activity for a 60 day period - who has enrolled with the company, what hospital they are with and where the hospital is located in the country. A quick and colorful snapshot of employment activity.

When a nurse enrolls with Nursing Innovations, they are furnished with a company profile / report which is the second application. Using the staple finishing feature, the color documents are printed on the spot, to include any new company policies and procedures.

A summary of the situation follows –

#### Office Requirements:

- Color Printing
- Color Scanning
- Color Copying

#### Existing Equipment:

- Minolta MFP
- Flatbed Scanner

#### Color Printing Applications: (50%)

- Photographs (from SD Card)
- Company Manuals

#### Color Copying Applications: (50%)

- General Copying



Pictured (from left to right)  
John Myers from Novacopy, Randy Holder and  
Hope Rogers, both from Nursing Innovations

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1. **Issue:** Reliability  
**Solution:** Award-winning C3

Nursing Innovations cannot be without a color copier and since Panasonic's C3 Series was just awarded the "**Most Reliable Color MFP**" from Office Product Analyst, the John Myers knew the C3 was the ideal choice for the company.

2. **Issue:** Printing employee photographs for job placement records  
**Solution:** Print from SD Card

While previously utilizing a Polaroid camera to take pictures of the new employees, and a flatbed scanner to electronically archive these images with the employee record, this combination of equipment *seemed* to serve the purpose of the company's primary application. It wasn't until the C3 was installed that they found there was a more efficient method of printing and archiving color photographs.

As awarded by *Buyer's Laboratory*, the *Panasonic C3 earned "Pick of the Year"* for its unique integration of the SD / PC card. This integrated feature would prove to be a tremendous time savings feature that Nursing Innovations would utilize to accomplish their application.

Nursing Innovations replaced the Polaroid camera with a Panasonic digital camera that uses an SD card. With the SD Card capability of the C3, thumbnails images of the new employees are displayed on the touch panel display from which to choose from. Once the individual's image has been selected, all the user has to then do is select the 5" x 7" paper size and print. To complete the application, the SD card is inserted into the computer and the same image is electronically archived.

3. **Issue:** Ease of Use for Walkup Copying and Image Enhancement Capability  
**Solution:** Touch Panel Display – Quality Adjustment Feature

Images of the new employees are printed from the SD Card. While the C3's auto color adjustment helps insure the colors are correct, there are occasions that Nursing Innovations needs to make adjustments and/or additional copies. These adjustments must be simple enough for *any* member of the company to accomplish, with little or no training.

The touch panel display is both easy to understand, as well as easy to navigate through. While their previous color MFP may have been easy to operate, its reliability became an overwhelming issue.

#### **.Final Comments:**

The C3 has been awarded two prestigious industry awards for superb reliability and the integration of the SD card. For Nursing Innovations, these award-winning features / capabilities are recognized and appreciated every day - less downtime, coupled with an efficient method of printing and archiving means greater productivity for the company.