

Applied Innovation Optimizes Operations and Reduces Costs for Medical Practice



Industry: Healthcare

Services Used: Copiers + Printers
Managed Print Services

“They took the time to know my business and to know my needs, and that’s huge. We talked about what wasn’t needed and where we could consolidate... We literally saved thousands a month by reducing what we had and going with more reliable machines. I think we saved close to \$1,700 a month.”

BETH NORTHCUTT
Suncoast Internal Medicine

Customer Challenge

Suncoast Internal Medicine, a physician-owned multi-specialty clinic with over 50 years of operation, faced significant challenges with its printing functions. Upon joining the clinic, the current practice manager discovered that the printing operations were being mismanaged. The clinic had an excess number of oversized copiers and printers. They were leasing equipment from one company and getting service from another, leading to monthly overages and thousands of dollars of additional costs. Downtime issues had also rendered entire departments non-functional.

Applied Solutions

After listening to the concerns and assessing the practice, Applied assisted the clinic in extricating itself from the current lease and returning the equipment to the prior vendor. The next step involved consolidating the equipment with a mix of multifunction printers (MFPs) that included copying, scanning, and faxing capabilities, personal printers, and shredders. The shredders, along with additional network security enhancements, were crucial in helping the practice achieve greater HIPAA compliance. Technical issues were now resolved over the phone in minutes and the practice now saves thousands of dollars per month.

The Benefits

Reduced costs – saving over \$20,000 per year

Enhanced HIPAA compliance

Consolidated service and equipment lease under one company

Reduced downtime

Enhanced network security



At Applied Innovation, we have nearly four decades of technology expertise, 550+ team members, world-class brand partners, and a passion you’ll rarely find in a business like ours. Plus, as an independent dealer, we have the autonomy to always do what’s right for you. Whether your goal is adopting new technologies, making smarter use of the tools you already use, or maybe a mix of both, our people are always available. And always happy to help.



Connect with us.