

# Applied Innovation Enhances Operational Efficiency and Lowers Costs for Hospice Practice



A member of NorthStar Care Community

**Industry:** Healthcare

**Services Used:** Copiers + Printers  
Managed Print Services

“In IT, when you’re doing hospice and healthcare, you quickly understand your job is to make things as smooth as possible so our clinicians can meet the needs of our patients and families. Customer service is the biggest win. We can call Applied Innovation, and they are here. They can think through problems with us, and they’re innovative with their solutions. Every time I encounter an Applied Innovation employee, it’s positive, and they are ready to help.”

**MARCIE HILLARY**

Executive Vice President, Chief Experience Officer, Hospice of Michigan

## Customer Challenge

For over 40 years, Hospice of Michigan has delivered compassionate end-of-life care to nearly 8,000 individuals across the state each year. As their reach expanded, so did the complexity of their operations. To continue providing exceptional care while supporting families, they needed more than just technology—they needed a partner who shared their vision for smart, forward-thinking solutions. With operations stretching statewide, seamless coordination and reliable IT support became essential. Hospice of Michigan turned to Applied Innovation to help streamline their systems—so their team could stay focused on what matters most: caring for people.

## Applied Solutions

Hospice of Michigan partnered with Applied Innovation for multifunction printers and managed print services. These solutions were a natural fit, delivering reliability, responsiveness, and statewide support for their growing organization. With smarter, centralized print management and dependable equipment across locations, their team could reduce downtime and focus directly on patient care. That support was especially impactful during a critical moment before the holidays, when the Hospice team needed to urgently produce materials for a pediatric program. Applied Innovation responded immediately, completing the job in under ten minutes.

## The Benefits

A statewide footprint that mirrors Hospice of Michigan’s locations

A culture of customer service and willingness to help

Seamless coordination across multiple locations with consistent support

Reduced downtime and improved staff productivity through Managed Print Services

Fast and flexible response during urgent situations



At Applied Innovation, we have nearly four decades of technology expertise, 600+ 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.



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