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The Challenge

A rapidly growing medical records company required assistance with managing the printing and mailing of thousands of highly confidential medical records every month. They required a partner that could not only meet HIPAA's strict security and quality control requirements, but would also allow them to focus on their growth and technology.

They faced several challenges, including managing their equipment, as it was reaching the end of its lifespan and it was clear it would not last until the end of the lease. They were also looking for assistance with the training and development of their team members. Because of these two issues, maintaining a high standard of quality was difficult. For this client, process, expertise, and confidentiality were the biggest considerations when it came to choosing the appropriate partner.

The Strategy

They turned to Avalon because of our strong standard operating procedures (SOPs), our dedicated and experienced team, and our ability to develop custom quality control procedures to ensure accuracy. Since there's no room for error in handling medical records, our QC processes were a key ingredient in ensuring the integrity of this aspect of their process. The fact that we are also experts in copy, print, and mail, made Avalon the ideal partner.

We had to develop very specific SOPs around their unique needs, so Avalon shadowed their team for an entire month to learn more about their process-specific tasks. We then established custom processes, procedures, and workflows to improve quality control and consistency.

Avalon also:

- Built a tiered pricing structure that reduced their cost per page
- Created a separate secure network within its facility to help ensure HIPAA requirements were being met
- Provided a dedicated, HIPAA-trained team
- Developed documented SOP manuals
- Implemented state-of-the-art equipment

Due to their volume and turnaround requirements, Avalon was able to staff their ongoing needs around the clock. We also assumed their lease obligations, and handled the sourcing of custom, tear-resistant envelopes crucial for mailing large, confidential records.

The Results

Avalon was able to assist this client in three major ways: 1) We got them out of equipment contracts that were upside down by absorbing their current equipment leases into our contract, 2) we removed a time-consuming process outside of their core focus, and 3) we were able to scale with them. Over the many years we have worked with this client, we have printed hundreds of millions of pages of medical records and have maintained a 99.9% accuracy rating. In 2020, we reached 100% accuracy, with zero errors.

Since Avalon took over this service, the client's business has tripled. While we can't take credit for that, by removing secure printing and mailing from their plate, we allowed them to focus on what was most important to them – expanding their business and continuing to push the boundaries of technology in their industry. We continue to meet regularly with this client to review areas in which we can further improve their processes. 🌀



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