

LIA Success: Healthcare

THE CHALLENGE

PARTNER OBJECTIVES

- ▶ Provide a competitive offer that unseats current print management provider
- ▶ Establish business in vertical industry - healthcare

TARGET CUSTOMER

- ▶ Mid-size health system with multiple acute care facilities and out-patient sites

PARTNER OBSTACLES

- ▶ Limited experience with industry-specific applications and workflows
- ▶ Lacked in-house insight that provided credibility with the customer

THE LIA SOLUTION

ENABLE:

- ▶ Lexmark Industry Consultant provided industry training, account planning and messaging support

ASSESS:

- ▶ Partner collaborated with IC to assess facilities, and back office sites to recommend which devices to use

ENGAGE:

- ▶ IC provided Lexmark Industry Advantage presentation during customer visit to increase credibility

CLOSE:

- ▶ Lexmark worked with partner as an extension of their team for fleet and solution recommendations


THE IMPACT

RESULTS

- ▶ Partner was able to break into a new coverage area (healthcare)
- ▶ 1,400 devices installed to support EMR investment

WHY LEXMARK

- ▶ Dedicated team of former healthcare professionals including CIO, VP of Supply Chain, Director of IT, Director of HIM, Privacy and Security Officer
- ▶ Hospital grade devices for the clinical environment
- ▶ Industry-specific workflows designed by healthcare professionals



“From the beginning of the discovery phase to the final presentation, Lexmark’s **knowledge, coaching, and credibility** in the healthcare vertical helped pave the way to our success.”

Jerry Davis, Regional Director of Sales and Operations

Gordon Flesch Company