



CASE STUDY

Internet print-on-demand system brings medical education company to the leading edge of customer service

The Situation:

Medical education publisher faced growing demand for electronic delivery of their product

Pritchett & Hull Associates, Inc. (P&H) was well known for their expert patient education materials, written in approachable language and illustrated with colorful, humorous artwork. After many years of delivering their expertise in catalog form, demand was rising for a faster, more flexible way of accessing the printed material. They knew that if they did not meet this challenge, competition would pass them by and start eating into their market share.

"Since inception, we have been a print-based product company. However, we had been asked for several years about producing a print-on-demand system of our products. The carrying costs of inventory and limited space constraints within hospitals were taking a toll on the use of printed patient education materials. We knew we had to make some changes in the format of our products. Although, we feel there will always be a demand for the printed materials, there is also a new demand for consistency of materials between affiliated groups that can be satisfied better with a print-on-demand system. Our competitors were already in the marketplace with a print-on-demand system, so we were already late in getting there." ~ *Betty Westmoreland*

The Solution:

Design and build an internet print-on-demand system

Dynamic Answers, Inc. (DAI) worked closely with P&H to help the staff articulate their specific technology requirements, carefully consider options and make sound decisions. They first performed a feasibility study to determine which components were available to use as building blocks in a print-on-demand system. Once P&H decided on a construction approach, they contracted with DAI to gather all necessary feature requirements and build out the solution.

The goal was clear: P&H needed a state-of-the-art, easy-to-use system that would leverage the internet to deliver their highly esteemed materials directly into customer sites. DAI built a flexible, scalable intranet/extranet solution using Microsoft's ASP.NET and SQL Server.

"DAI's expertise was invaluable throughout the project. They guided us comfortably through the requirements phase and worked closely with us to make sure that the final product met our needs exactly. My project management role was made lighter by their friendly, professional service" ~ *Jim Westbrook*

The Results:

'scripts – a leading edge print-on-demand system for structured expert content

Some of the key features of the 'scripts solution:

- Flexible content management
- Easy-to-use tree view of structured content
- User-defined folders for grouping content in new ways
- User-defined handout notes and coversheets

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- Customer logo configurable for each site
- Role-based security
- Reports for usage statistics and content freshness
- Template-based authoring of new material
- Archive retains previous versions of published items

"We are very proud of the 'scripts from Pritchett & Hull product. The look and feel is very much P&H. We have been able to convert our materials into a print-on-demand format without sacrificing the reasons customers like our products so much • the warmth, low reading level, easy reading and accuracy of information plus the humor in illustrations that communicate the text. We believe our product is far superior to anything else in the marketplace. Without the help of DAI, I am not sure we would be as pleased with the end result." ~ *Betty Westmoreland*

Case Study Profile

Industry:

Medical Education Publishing

Scenario:

Custom internet application allows traditional publishing company to deliver expert medical handouts directly into the customer environment using a print-on-demand solution.

Company Profile:

Pritchett & Hull Associates, Inc. (P&H), www.p-h.com, located in northeast Atlanta, is thirty-two years old and provides expert patient health education content. Their information is well-researched, easy to understand and comfortably illustrated, offering patients the best health education materials available. Betty J. Westmoreland has been president since 1994.