

# RADIOLOGY SPECIALISTS OF THE NORTHWEST

HP Officejet 7500A Wide-Format e-All-in-One combines functions, leverages Web access



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**RADIOLOGY  
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*"It's so convenient to be able to do everything with a single device. The wide-format and high-quality photo printing capabilities open up a whole new range of options for us. And the Web integration features could also be very useful."*

—Dr. Rich Koesel, radiologist, Radiology Specialists of the Northwest, Portland, Ore.

## HP CUSTOMER CASE STUDY:

HP e-All-in-One brings new capabilities to specialty medical practice

**INDUSTRY:**  
Health care

### OBJECTIVE:

Support multiple document needs for a specialty physician practice

### APPROACH:

Dr. Rich Koesel of RSN has chosen the HP Officejet 7500A Wide-Format e-All-in-One to replace multiple document imaging devices

### IMPROVEMENTS:

- Sheet feeder enables automated scanning and copying of multiple-page documents
- Wireless networking makes installation fast and easy
- Large touch screen displays setup, maintenance instructions that are easy to follow
- "e" capabilities will enable remote printing, support for mobile devices

### BUSINESS BENEFITS:

- Color printing enables production of full-color medical images, photos, and publication layouts
- Producing color and large-format documents in-house cuts costs dramatically compared to utilizing outside print vendors



Small businesses are less likely than large corporations to invest in advanced printing capabilities, so they are often faced with having to purchase services from an outside vendor—driving up the cost and reducing convenience.

Radiology Specialists of the Northwest (RSN) is, in some ways, the classic example. With just over 20 employees, many of whom rarely need to print, the firm has long depended on a collection of small desktop devices—a black-and-white laser printer, flatbed scanner, fax machine, copier and a slow, older inkjet printer for color documents.



## CUSTOMER SOLUTION AT A GLANCE

### PRIMARY APPLICATIONS

Copying and scanning; full-color medical images, photos, and publication layouts; large-format documents

### PRIMARY HARDWARE

- HP Officejet 7500A Wide-Format Premium e-All-in-One

When Dr. Rich Koesel began using the new HP Officejet 7500A Wide-Format e-All-in-One (e-AiO), he realized he had been missing out.

"It's so convenient to be able to do everything with a single device," he says. "The wide-format and high-quality photo printing capabilities open up a whole new range of options for us. And the Web integration features could also be very useful."

The Officejet prints professional color for the lowest cost per page vs. in-class, wide-format inkjet all-in-ones.<sup>1</sup> RSN considers environmental awareness an important part of their values and recycles their used paper via secure disposal for patient privacy. Their new e-AiO is an ENERGY STAR® qualified device that uses up to 40% less energy than comparable laser products.<sup>2</sup> HP offers free and easy supplies recycling—cartridges returned through HP Planet Partners are recycled responsibly.<sup>3</sup>

### NEW CAPABILITIES

RSN is a sub-specialized radiology practice based in Portland, Ore. Its 18 radiologists provide professional radiology services at area hospitals and a free-standing imaging center, as well as outpatient interventional radiology services at its office.

*"The multi-layer menus are easy to follow. They lead you from one step to another. It doesn't get any easier than that."*

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Typically, RSN's printing has been simple, straightforward and traditional: physician notes and supporting documents for patient files, correspondence and the like, all printed in black. However, Dr. Koesel is finding that the Officejet 7500A e-AiO's capabilities give him more options.

The Officejet prints fade-resistant materials with professional color graphics, stunning photos and laser-quality black text.<sup>4</sup> "Our interventional radiologists sometimes produce before-and-after images that are in color, and in the past, we would just keep those on our network for review. Now it's fast and easy to print them out in color for the patient file," he notes.

"The wide format (up to 13 x 19 inches) is a great, unique function. It gives us the flexibility to do posters, flyers, and brochures to help market our business. And we can do them all in a small quantity at a reasonable cost—a fraction of what we would pay to have them printed professionally." The Officejet produces borderless<sup>5</sup> marketing materials and documents in a wide range of sizes—from 3 x 5 inches to 13 x 19 inches. It prints at a maximum of up to 33 pages per minute (ppm) black, up to 32 ppm color,<sup>6</sup> and at laser-comparable speeds of up to 10 ppm black, up to 7 ppm color.<sup>7</sup> RSN uses individual, high-capacity, Original HP Officejet ink cartridges and office papers with ColorLok® technology for faster drying, bolder blacks and vivid colors.<sup>8</sup>

He also likes the convenience of having a document feeder atop the e-All-in-One, which facilitates scanning multiple-page documents. That makes scanning faster and more convenient than using the office's old flatbed. The feeder also speeds up multi-page copying jobs.

"We can quickly and easily scan documents to put into a patient's electronic medical record, or to send to a primary care physician," Dr. Koesel says.

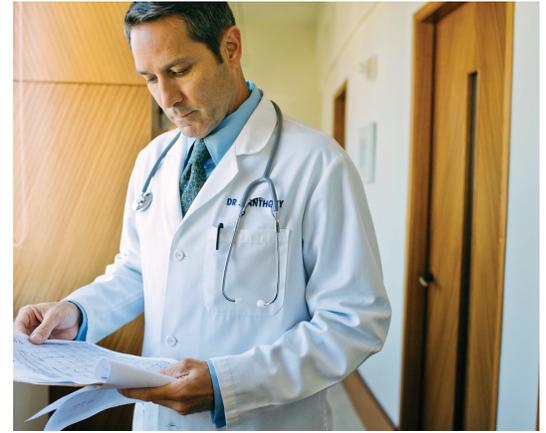
The Officejet e-AiO also offers fax capability. Dr. Koesel prefers to scan documents to a network drive (for long-term reference) or email, so that he can send them out as email attachments.

"If I can avoid faxing, I do because it adds an unnecessary step. Sending an email instead eliminates the possibility of having a document with sensitive patient information sitting in someone's fax machine," he notes. "And I prefer to receive things via email."

The Officejet e-AiO is a wireless<sup>9</sup> device, which contributed to its easy setup, Dr. Koesel says. It's not connected by cable to the office network or a single PC. Instead, anyone with a laptop, a smartphone or other mobile device can print to it using the encrypted Wifi network.

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Radiology Specialists of the Northwest



The 2.36-inch color touchscreen enables many functions, including ink maintenance and printing from Web-based resources, to be accessed directly from the e-All-in-One. “The multi-layer menus are easy to follow. They lead you from one step to another. It doesn’t get any easier than that,” Dr. Koesel says.

#### LOOKING AHEAD

The Officejet works with HP ePrint, a Web-enabled printing solution designed for the cloud that allows users to print from any email device to any ePrint-enabled printer from anywhere in the world, without requiring a local proxy PC or Web appliance.<sup>10</sup> The e-AiO uses a growing library of free print apps for business—shortcuts to printing Web content directly from the e-AiO<sup>11</sup>—including Marketsplash by HP for a shortcut to print customized marketing materials such as brochures and flyers; Google Docs for easy document scanning to the Web for printing at a later time; Box.net to scan, share, manage and access business content online; Portfolio.com and Reuters for the latest news articles; Daily Brief

for business essentials in one place including calendar, to-do list and news from American City Business Journals; and DocStoc and Biztree for immediate access to business forms such as invoices, contracts, receipts, legal agreements and checklists.

The e-All-in-One’s integration with HP ePrint will soon allow Dr. Koesel and his peers to print remotely from their smartphones using Web connectivity.

“I use my phone all the time and being able to print directly from it will be so convenient,” he says. Integration with GoogleDocs enables the e-All-in-One to print directly from stored documents on the Web.

With Marketsplash by HP, Dr. Koesel’s firm can customize the design of simple flyers and brochures in a Web browser, store them on the Web, and later print them directly from the Officejet e-All-in-One as needed.



"That could be very useful for us," says Dr. Koesel. "We're in the midst of establishing RSN as a brand in the Portland area, but we don't have a lot of expertise in publication design. The professional design capabilities through Marketsplash might prove to be just the solution we need."

Dr. Koesel has both personal and professional interests in the Officejet e-AiO's photo printing capabilities. On the professional side, he is considering the possibility of printing images

suitable for framing and display in the office's reception area. On the personal side, he's thinking ahead to the imminent delivery of a new baby.

"I was just telling my wife that it prints such nice photos, we can print our own birth announcements," he says. And, of course, all the pictures that follow the birth of a first child. "It's like having our own photo lab."

To learn more, visit [www.hp.com/go/officejetprinting](http://www.hp.com/go/officejetprinting)  
[www.marketsplash.com](http://www.marketsplash.com)  
[www.hp.com/go/colorlok](http://www.hp.com/go/colorlok)

Contact the HP Reference2Win Program, 866-REF-3734 for more information

This customer received complimentary HP printer and Original HP supplies as part of an early adapter program.

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<sup>1</sup> Letter cost per page comparisons for B-size inkjet all-in-ones with fax <\$300 from major vendors as of March 2010. For details, see [www.hp.com/go/officejet](http://www.hp.com/go/officejet). OJ ISO yield with highest-capacity cartridges based on continuous printing. For details, see [www.hp.com/go/learnaboutsupplies](http://www.hp.com/go/learnaboutsupplies).

<sup>2</sup> Majority of letter-size color laser all-in-ones <\$600 as of March 2010; for details, see [www.hp.com/go/officejet](http://www.hp.com/go/officejet). Energy use based on HP testing using the ENERGY STAR® program's TEC test method criteria.

<sup>3</sup> Program availability varies. HP print cartridge return and recycling is currently available in more than 49 countries, territories and regions in Asia, Europe, and North and South America through the HP Planet Partners program. For more information, visit [www.hp.com/recycle](http://www.hp.com/recycle).

<sup>4</sup> Based on paper-industry predictions for acid-free papers and Original HP inks; colorant stability data at room temperature based on similar systems tested per ISO 11798 and ISO 18909.

<sup>5</sup> On brochure and photo paper only.

<sup>6</sup> After first page. For details see [www.hp.com/go/printerclaims](http://www.hp.com/go/printerclaims).

<sup>7</sup> After first set if ISO test pages. For details see [www.hp.com/go/printerclaims](http://www.hp.com/go/printerclaims).

<sup>8</sup> Not included. Please purchase separately.

<sup>9</sup> Wireless performance depends upon physical environment and distance from access point.

<sup>10</sup> May require an Internet connection to the printer. Feature works with any Internet- and email-capable device. For details, [www.hp.com/go/eprintcenter](http://www.hp.com/go/eprintcenter).

<sup>11</sup> Requires an Internet connection to the printer. Services may require registration. Apps availability varies by country and language. For details, see [www.hp.com/go/eprintcenter](http://www.hp.com/go/eprintcenter).

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