



#### Print Perspectives

## Nationwide physician network heals their broken print processes



*"Before, we were going through this cumbersome, frustrating, slow process of distributing our print materials from a single location. Now we're in total control. Our physicians get what they need when they need it at the location that's most convenient for them. FedEx Office has been a lifesaver."*

—Joseph Rivera, Operations Manager, MDVIP



MDVIP is a national network of primary care doctors who see fewer patients so they can focus on delivering personalized, patient-centered medicine and preventive care that starts with the MDVIP Wellness Program. They also offer a better healthcare experience with conveniences and benefits not found in most practices today. Since relying on the FedEx Office commercial print network for distribution, they've achieved visibility, predictability and flexibility in their print projects.

## MDVIP at a glance



**1,000 primary care doctors**  
in 45 states



**325,000+ patients** across  
the U.S.



### Printing needs

- Training materials
- Pamphlets
- Booklets
- Flyers
- National distribution

## Challenges



**Working with a local printer meant MDVIP had to ship materials twice**—from the printer to their corporate office, then from their office out to physicians.



**They were at the mercy of the print vendor's timeline and limited capabilities.**

If the printer had to outsource a project, shipments were often delayed for weeks.



Because the print vendor was working from a single location, **they weren't always able to handle last-minute requests** from MDVIP for materials for training or multi-location events.



**MDVIP was printing in bulk and paying for warehouse storage**, resulting in handling fees, additional shipping and wasted materials.

## Solutions



**Nationwide distribution**

MDVIP uses the FedEx Office nationwide commercial print network, so materials are shipped directly to their point of need, either to FedEx Office locations for pickup or straight to physicians' offices.



**FedEx Office online ordering portal**

Using the online system gives MDVIP visibility and control of what documents are printed and distributed, so updates are easy, and physicians and patients get the most up-to-date information.



**Print on demand**

Doctors and staff can order the materials they need when they need them, so the company no longer has to print in bulk and store surplus.



**Project management**

The FedEx Office team provides the personalized service of a small, local printer combined with the power and reach of a nationwide provider. This gives MDVIP the freedom to execute print campaigns more effectively and more frequently at a higher level of quality.



*"My account rep and I are on a first-name basis because we work together so often. He's incredibly responsive. Even with last-minute requests and questions, I know he'll get me an answer. That's just the level of service they provide for us. It's constantly above and beyond what we've experienced anywhere else."*

—Joseph Rivera

## Results



Faster speed  
to market



Increased  
flexibility



Streamlined  
processes



Reliable  
quality



Reduced  
waste



Cost  
efficiency

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