

CASE STUDY: Hershey Medical Center—A Commitment to Quality

Company

Penn State Milton S. Hershey Medical Center

Profile

In-plant printing facility of a major health care services provider for Central Pennsylvania

Challenge

Meet the growing need for four-color printing and improve quality while better utilizing its installed base of 2-color presses

Solution

Presstek Vector TX52 computer-to-plate system and chemistry-free Freedom plates

Results

- Improved printing quality with high resolution, anodized aluminum metal plates
- Cleaner, more efficient and reliable workflow with fewer variables
- Cost savings through elimination of waste and hazardous platemaking materials

Advancing In-plant Printing Capabilities at Hershey Medical Center

Penn State Milton S. Hershey Medical Center is committed to enhancing the quality of life through improved health, the professional preparation of those who serve the health needs of others, and the discovery of knowledge that will benefit all of us. Hershey Medical Center is part of Penn State University and is affiliated with the Penn State College of Medicine and the Penn State Children's Hospital.

A clinical and teaching hospital that includes a research center, Hershey Medical Center's main campus is located in Hershey, PA, just east of Harrisburg. Serving Central Pennsylvania, the Medical Center also has 10 University Physician Group locations across the region and provides a wide range of high quality medical services. Care provided at its sites includes primary care, advanced specialty care, and services such as laboratory work and diagnostic radiology. The Center takes pride in the fact that seven of its specialists are rated in the top one percent of the physicians in the nation.

Growing Demand

To support its printing needs, Hershey Medical Center maintains a small in-plant printing operation equipped with three two-color presses and a 1-color perfecter. The shop had already made the transition from film-based platemaking to CTP with the installation of an ITEK 2430 polyester platemaker. According to Dale Travitz, Group Leader, "Moving to CTP was a dramatic change for us and improved our productivity significantly. But as demand for four-color printing continued to climb, we found that polyester plates

Continued on reverse

**Vector TX52
thermal CTP system**



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Case Study: Hershey Medical Center—A Commitment to Quality *Continued*

were not stable enough to deliver the quality level our users expected.” The print shop at Hershey Medical Center had been a long-time customer of Multigraphics and ABDick, now integrated into Presstek, and considers Presstek its supplier of choice. Travitz turned to Presstek to determine what options were available to produce metal plates.

Choosing a price/performance match

After learning about the Presstek Vector TX52 from his Presstek sales representative, Travitz believed the system would be a good match for his needs from a price/performance perspective. He says, “We felt the Vector TX52 would deliver the stability we needed. Added bonuses are its small footprint and chemistry-free operation. As you can imagine, the University is very concerned about environmental sustainability, and with the Vector TX52, we no longer have the hazardous waste to dispose of that was associated with our previous platesetter.” Now, the print shop no longer has to utilize the hazardous materials team to remove platemaking chemicals. Travitz also points out that while there is routine maintenance associated with the Vector TX52—changing the rinse water and cleaning the rollers—it is much less of a chore than was maintaining the ITEK processor. The processor required activator and stabilizer to maintain a chemical balance, and a once-a-month cleaning that could be time consuming. All this results in a more efficient operation, saving time and money in the platemaking operation.

Because the Vector TX52 uses the same Harlequin workflow the shop was already using with its polyester platemaker, Travitz reports that it was a smooth transition to the Vector TX52 with an almost identical workflow. He adds, “Training was a non-issue for us.”

The Hershey Medical Center print shop produces everything from brochures and flyers to newsletters and forms. Travitz indicates that only very long runs are outsourced, with the shop meeting most of the Center’s printing needs. The Freedom aluminum plates used in the Vector TX52 provide the Center’s print shop with the reliability and performance that meet their quality four-color printing requirements. “Since installing the Vector TX52, the quality of our four-color process work has increased significantly,” Travitz reports.

According to Travitz, as with many in-plant print shops, printing is not an essential support service at Hershey Medical Center and budgets must be carefully managed. “While we would love to purchase a four-color press with a coater,” he adds, “that is not likely to happen in the near term. Our objective was to deliver the best possible four-color quality from our installed base of two-color presses, and the Vector TX52 is helping us do that.” ■

