

Mississippi Valley Regional Blood Center Improves Business Process Efficiencies



Mississippi Valley Regional
Blood Center

How Life Flows Through Our Community®

Mississippi Valley Regional Blood
Center (MVRBC)
Davenport, IA
www.bloodcenter.org

Industry:

Healthcare

Employees:

330

Oracle Products & Services:

Oracle Universal Content
Management

"Oracle Universal Content Management is key to the growth of our organization. We are using it to improve business process efficiencies, reduce costs, adhere to FDA regulations, and, soon, to strengthen relationships with our donors, volunteers, customers, and partners via the Web. In the end, our Oracle-based content management initiatives put us in a better position to fulfill our mission of providing blood to individuals in need."
– Jeff Bryant, Vice President of Administration, Mississippi Valley Regional Blood Center

The Mississippi Valley Regional Blood Center (MVRBC) was formed in 1974 and collects and distributes more than 100,000 units of blood and plasma annually. The nonprofit primarily serves more than 40 hospitals in nearly 35 counties throughout Iowa, western Illinois, and southwestern Wisconsin. It also actively participates in a nationwide blood-sharing program through a network of independent blood centers.

To achieve its long-term growth objectives, MVRBC's management team knew it had to streamline business processes by improving the flow of information through the organization. Initially, the center needed to better manage blood donor history cards, as well as internal standard operating procedures (SOPs), according to U.S. Food and Drug Administration (FDA) guidelines. Longer term, MVRBC sought a more efficient means to enhance communication via the Web with donors, volunteers, customers, and partners.

The organization turned to Oracle Universal Content Management, previously called Stellent Universal Content Management—specifically the document management, imaging and Web content management solutions within its single, unified architecture—to address MVRBC's information management and distribution needs.

Streamlining Business Processes

Today, the Oracle system scans each donor information card, automatically indexing information such as the individual's age, physical condition, residence, and medical history.

Key Benefits:

- Enabled employees to access donor history information more easily to improve productivity
- Implemented single, common user interface across all content management components
- Allowed for multi-site Web content management, version control, and archiving
- Automated manual business processes
- Eased compliance with United States Food and Drug Administration (FDA) regulations
- Reduced storage, copying, and retrieval fees

The Oracle system then stores all donor cards in its Web-accessible repository. As a result, it is much easier for MVRBC's more than 330 employees to immediately access donor histories from any of the center's multiple locations. In addition to submitting new cards into the Oracle system as they arrive, MVRBC is scanning donor history cards from the last two years.

Along with storing donor histories in its own repository, MVRBC is responsible for manually entering this information into a national registry. To streamline the process of ensuring both repositories are in sync according to federal guidelines, MVRBC's service provider—Midland Information Resources—built a customized integration between the two systems that identifies discrepancies, decreasing the number of histories that must be cross-referenced from hundreds to just a few. In the near future, MVRBC hopes to completely eliminate paper from the donor history collection process by requiring individuals to provide information via a secure Web form that can be completed online or onsite at a donation facility.

MVRBC also uses Oracle's document management capabilities to manage more than 1,000 SOPs outlining how MVRBC's business operations meet FDA regulations. Previously, MVRBC kept these documents in three-ring binders and routed them manually for multiple signatures. Editing was tedious and time-consuming, and in some cases, the organization needed to circulate approximately 50 copies of each document with each new change. The switch to the Oracle system means MVRBC now has Web access to SOPs, security, and version control to manage these critical documents.

Electronic routing of SOPs for review and approval, however, meant meeting the FDA's 21 CFR Part 11 regulation, requiring a mechanism to capture electronic signatures. To comply, Midland Information Resources integrated the Oracle system with EnterPAS compliance software to ensure only designated MVRBC employees have access to SOPs stored in Oracle Universal Content Management. In addition, the system ensures that modifications to a document are appropriately tracked and approved.

MVRBC also plans to leverage Oracle Universal Content Management as the foundation of its public Web site and partner extranets. These Web properties will serve as points of entry for

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Director of Information
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Mississippi Valley
Regional Blood Center

the center’s multiple audiences, including customers, directors, volunteers, donors, and vendors (partners), to obtain blood center-related information. Additionally, MVRBC envisions using the Oracle solution to develop a work order program, online employee training program, and Web-based system for hospitals to order blood units.

Enhanced Productivity and Simplified Compliance

Although MVRBC is in the early stages of its Oracle Universal Content Management deployment, the center already has experienced tangible business benefits and forecasts even more in the years to come.

For example, MVRBC’s new document management and imaging system for managing donor history cards has resulted in improved productivity related to greater access to information and reduced storage, copying, and retrieval fees. Efficiency and cost savings also extend to MVRBC’s compliance procedures.

“Now that we manage SOPs using the Oracle system with EnterPAS software, we have minimized the time spent manually routing documentation for review and approval and increased confidence that our documentation is in order for internal and external audits,” said Jeff Bryant, vice president of administration for MVRBC.

MVRBC also stands to benefit from its upcoming Web content management deployment. The center will leverage Oracle’s automatic Web publishing capabilities to distribute content ownership to its business users—nearly eliminating IT’s involvement in the Web publishing process. Overall, the Oracle system will enable MVRBC to enrich its business relationships by improving communication and information sharing with its multiple constituents via the Web.

“Oracle Universal Content Management truly is a cornerstone of our technology infrastructure for the future,” said Tom Walsh, director of information technology (IT) for MVRBC. “We reap numerous business benefits from our content management deployment each day, and expect even greater return on our investment in the future as we expand the use of the unified Oracle system across our organization to address multiple content-related initiatives that support our mission of providing blood to individuals in need.”

Why Oracle?

In 2005, MVRBC contracted the services of the solution provider Midland Information Resources to evaluate the center's operational and content management goals. After completing this process, Midland Information Resources selected Oracle Universal Content Management.

“When we began evaluating content management solutions, we looked at the likes of EMC-Documentum and IKON,” said Walsh. “What separated it from the rest were Oracle Universal Content Management's scalability, ease-of-use, and strong out-of-the-box features and functionality. Equally important was the availability of Midland Information Resources, a local partner in Iowa. A local resource and the solution's ease of administration are particularly key for us as a nonprofit organization seeking high value and low total cost of ownership from our content management investment.”

Implementation Process

The first phase of MVRBC's Oracle implementation focused on deploying a document management and imaging system to more efficiently capture and retrieve donor history information. This information is collected from nearly 450 blood donors each day. Previously, donor cards were kept offsite, limiting timely access to data and generating significant storage costs. Additionally, saving donor cards in hard copy format made it difficult to implement an effective disaster recovery plan.

Phase II of MVRBC's Oracle deployment includes migrating more of its business documents into the Oracle document repository, including both regulated and non-regulated content.

Phase III focuses on Web content management with MVRBC using the Oracle system to power an organization-wide intranet housing new policies; human resource (HR) forms; purchase orders and requisitions; maintenance announcements from the IT department; and special events, marketing, and finance and accounting information.

Mississippi Valley Regional Blood Center is one of the top five blood centers in the nation, providing blood products and services to the Mississippi Valley region.