

TOPIC - Adapt to changing times and improve Healthcare Operations through Automation

- Avoid the errors caused by the manual paper-based processes
- Adapt to the changing times with the help of [Brand]'s automation solution - [Brand] is a total solution provider and not just a hardware reseller. [Brand] can also develop customized programs based on your needs.
- Get onboard with Digital Automation Systems and experience firsthand the benefits of Digital Track and Trace Solutions.

[https://bit.ly/\[Brand\]ZebraHealthcareExecSolutions](https://bit.ly/[Brand]ZebraHealthcareExecSolutions)

Email #1

Subject: Are Your Tracking Methods Redundant?

Content:

Hi —,

Do you know that according to the American Hospital Association, Medical supplies account for approximately 20% of hospital expenses? However, if your organization uses pen-and-paper-based tracking methods, chances are, you are overspending with error-prone practices.

Not using the digital track and trace systems puts you far behind your peer organizations. Here are a few drawbacks of pen-and-paper-based tracking:

1. Supply shortages

With no real-time updates and due to human errors, you might end up being short-stocked on crucial supplies, hoarding unessential supplies, and exposing medical supplies to the possibility of theft.

2. Longer wait times

Delays in updating the location of the supplies can add undue waiting times while locating equipment and supplies, resulting in your patients not receiving the much-needed care on time.

3. Equipment malfunctions

Without real-time access to accurate maintenance records, your staff might find it challenging to keep the equipment running smoothly and accurately,

4. Costly errors

Unexpected errors, though not frequent, can affect you and your patients heavily if they do occur. Mislabeled, improperly preserved, or lost specimens can lead to delays in diagnosis - and mistreatment in the worst cases.

App-based digital track-and-trace systems solve these and other problems using RFID and barcode technology. These systems automatically update data in real-time, leaving no scope for human error and resulting delays.

[Brand] specializes in implementing RFID and barcode-based tracking technology at healthcare organizations. We simplify inventory management, equipment management, and patient tracking - among other daily tasks. And we can develop customized solutions specific to your needs!

We can help you make the best of what technology offers while significantly reducing your expenditure and manual labor thereby helping you provide higher-quality patient care at a lower cost.

Here's a definitive guide on the track-and-trace technology: [https://www.\[Brand\]inc.com/wp-content/uploads/Healthcare-eBook-FINAL.pdf](https://www.[Brand]inc.com/wp-content/uploads/Healthcare-eBook-FINAL.pdf)

Wondering whether this technology will benefit your organization? Let's schedule a no-obligation call to find out.

Regards,