

## Case study

# Grafimedia develops health IT solutions to streamline medical information workflow



## HP JetAdvantage Link enables new efficiencies for healthcare printing and scanning

### Industry

Information Technology

### Objective

Create a single, straightforward way to print medical images and scan documents direct to patient records without the need for additional hardware or software

### Approach

Used HP JetAdvantage Link to integrate network secure scanning and printing; delivering a smoother, more streamlined process for healthcare staff

### IT matters

- Enables images to be sent directly from medical devices to the HP MFP
- Enables scanning of printed documents direct to patients' medical records
- Improves the healthcare service provided for patients

### Business matters

- Delivers 30% time saving for doctors and administrative staff
- Achieves savings of 20% in computing and HR costs



**“Our apps have removed the middle man. You can print directly and reliably from a CT or MRI scanner to an MFP and can scan directly to picture archiving and communications systems, without any other middleware.”**

– Pantelis Georgiadis, R&D Manager, Grafimedia



**Removing the complexities of sharing information in healthcare**  
Grafimedia wanted to eliminate the complex processes required to print out medical images and scan documents to patient records. Using HP JetAdvantage Link in its development process, it created an app that enables medical devices to talk directly to multifunction printers without the need for extra PCs and software. The result is lower cost and quicker information sharing.

“During the development, everything was performed on an MFP emulator which enabled us to test our application rigorously and it ran flawlessly.”

—Pantelis Georgiadis, R&D Manager, Grafimedia

**Industry:**  
Information Technology

**Company name:**  
Grafimedia

**Location:**  
Greece

**Website:**  
[www.grafimedia.eu](http://www.grafimedia.eu)

## Challenge

### Driving out complexity

Over the last decade, the volume of medical information generated by healthcare organizations of all types has increased exponentially and its management has become increasingly complex. The situation has been complicated by the fact that medical data is often produced on different operating systems using protocols that cannot communicate with one another.

Healthcare staff were spending more time in front of their PC than next to their patients, so developers had to create new working processes that would give each caregiver personalized information that would follow them and be easily available whenever needed.

Grafimedia, a healthcare information software house based in Greece analyzes, designs and develops solutions that will integrate workflows. One challenge was to find a more straightforward way to print out medical images direct from the medical device and scan documents direct to the patients' record.

“Previously, you had to have an extra application that would access the images and prepare them for printing on the multifunction printer (MFP). You needed an extra PC, extra software and extra configuration to print medical images or scan medical documents and we wanted to combine everything into just one app - get rid of the PC, get rid of the extra configuration and reduce cost, time and the number of people,” says Grafimedia's R&D Manager, Pantelis Georgiadis.

## Solution

### Remote testing platform

The HP JetAdvantage Link for Android mobile SDK enables any Android mobile app developer to easily integrate network secure scanning and printing from HP devices into any existing Android mobile app. As a HP developer partner, Grafimedia gained valuable help from HP JetAdvantage Link staff.

“The HP team was outstanding,” says Georgiadis. “We never touched a real JetAdvantage MFP during the development. All development was performed on an emulator and a test device that was 2,000 kilometers away from our development site. We didn't use a real device during development simply because we didn't have access to any.”

Through its validation and verification processes, the HP team performed rigorous security, compliance and operational testing on many different MFP models which enabled Grafimedia to harden its apps, so they would be more secure and provide the end-user with a better printing and scanning experience.

“HP JetAdvantage Link combines all the perks of an Android platform over enterprise-grade hardware and that makes it one of the best platforms out there,” says Georgiadis.

## Benefits

### Increased efficiency and decreased cost

HP JetAdvantage Link is enabling Grafimedia to develop solutions that save valuable time in the healthcare industry, making scanning and printing more cost effective.

Georgiadis adds: “Working with HP JetAdvantage Link was great. There was always someone willing to answer our questions and provide us with the help we needed to develop our applications. It has allowed us to develop a solution that will save valuable time in the healthcare industry, making scanning and printing more cost effective and in the end, improving the service that can be provided for patients.”

“Finding HP JetAdvantage Link was like a miracle and the apps we have developed are unique in the industry. I would recommend it to any developer because with the basic knowledge of Android programming you can build anything you have in mind. It's super-easy.”

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