



Sales playcard

Dedicated scanners for the healthcare sector



With HP dedicated scanners, medical professionals can save time, energy, and money by scanning important documents securely and confidently right at their desk or via a network. You'll often find dedicated scanners at the check-in or reception desk, at the nurse's station, or in accounting. HP scanners deliver high-quality documents and are compatible with major EMR solutions.

Identifying potential customers and starting the conversation



Hannah

Veterinary receptionist

What does she scan?

Client and new patient forms, records from other clinics, laminated ID cards, and pre-op health forms

How often?

8-10 times a day, up to 30 pages at a time

What features matter to her?

ADF capacity, range of paper weights supported, scan quality, folding paper trays, range of scan formats, quick scan button, and auto-orient

Why does she want a dedicated scanner?

"Having a standalone scanner is pretty amazing; it means I don't have to compete with anyone."

HP recommended scanner:

HP ScanJet Pro 3000 s4



Lauren

Admin at a physical rehab clinic

What does she scan?

Faxes, insurance forms, invoices, purchase orders, and other documents in legal or letter size

How often?

20 times a day, 5 pages at a time

What features matter to her?

Scan speed, scan quality, double-sided scanning, ADF capacity, scan profiles for recurring tasks, blank page removal, barcode recognition, and the ability to scan to multiple locations at the same time

Why does she want a dedicated scanner?

"My scanner helps me every day. It is very handy. For me to get up multiple times a day would be really cumbersome."

HP recommended scanner:

HP ScanJet Enterprise Flow 7000 s3 and N7000 snw1



Jerry

Pharmacy director at a children's hospital

What does he scan?

A4 sheets for filing, medical insurance cards, bond documents, and fragile or damaged documents

How often?

10 times a day, 1-2 sheets at a time

What features matter to him?

Scan speed, range of paper weights supported, auto-crop, network connectivity, wireless, and OCR to quickly search documents

Why does he want a dedicated scanner?

"It sits in our office and is linked directly to my computer, but I can share it with my colleagues."

HP recommended scanner:

HP ScanJet Pro 4500 fn1



Purchasers spotlight

Who they are: Purchasing coordinators, office controllers, research managers

What influences their purchase decision: Peer reviews, online research, vendor consultations

What features matter to them: Small footprint, high-capacity ADF, high scan speeds, EMR certifications and compliance, TWAIN and ISIS drivers, security, warranty, OCR software

Qualifying questions

What will you be scanning? How often? How many pages?

How fast would you like the scanner to scan pages?

Where will this scanner be located? On a desktop? Or in a central area?

What will you do with the scans? Where will they go?

Help me choose the right scanner

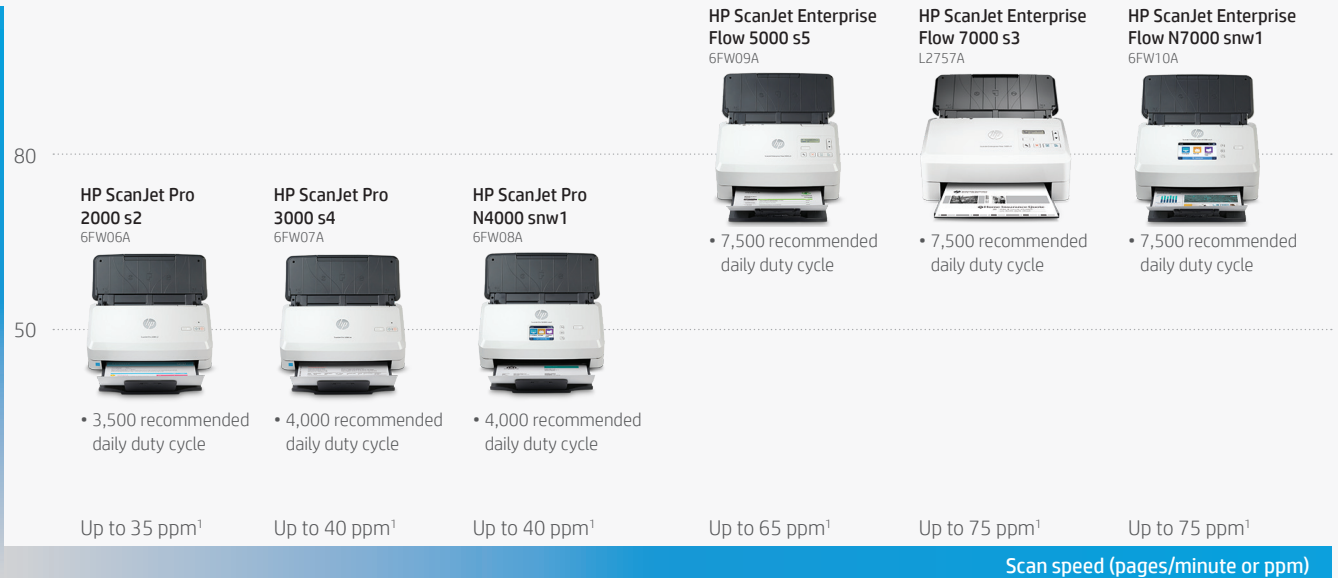
All scanners can scan both sides of the page in colour at the same time.

All scanners include I.R.I.S. ReadIris Pro—the OCR (optical character recognition) software that turns scans into editable text.

Sheet-feed scanners

Ideal for letter-size paper and mixed flat media of various sizes, including brochures, receipts, business cards, and laminated ID cards

Auto Document Feeder (ADF) capacity



Scan speed (pages/minute or ppm)

Flatbed scanners

Ideal for sheets of paper, ID cards, and items like books and magazines

Auto Document Feeder (ADF) capacity



Scan speed (pages/minute or ppm)

To learn more about the full scanner portfolio specifications, [click here](#).²

1. Scan speed measured at 300 dpi (black-and-white, greyscale, and colour). Actual processing speeds may vary depending on scan resolution, network conditions, computer performance, and application software. 2. See <http://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA5-5899EEE>.

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