

CASE STUDY

WORKFLOW EFFICIENCIES

Digi-Trax is a national company dedicated to delivering healthcare compliant labeling and workflow solutions through proprietary software and industry-leading hardware/supplies. Operating as the healthcare division of FineLine Technologies, Digi-Trax prioritizes customer satisfaction with our consultative approach and technical support, ensuring customers receive tailored solutions for their facility needs. Since 1986, Digi-Trax has been committed to providing workflows that optimize processes, eliminate labeling errors, and enhance patient safety.

GULF COAST BLOOD CENTER OVERVIEW

Gulf Coast Blood partners with the community to save lives by providing a safe and reliable supply of blood, biotherapies, and related services. Committed to enhancing healthcare, they support hospitals, promote donor diversity, and offer various blood donation programs to meet local needs.

SITUATION

As our blood collection operations grew, we faced inefficiencies with outdated hardware, including old tablets with attached scanners and desktop computers. These delays were frustrating for staff and donors alike. We needed a streamlined, modern solution compatible across all sites—fixed locations, mobile buses, and vans.

SOLUTION

We partnered with Digi-Trax, our trusted partner for over 15 years, to standardize and update our hardware. They supplied new tablets with integrated scanners, streamlining our workflow. Digi-Trax's attention to detail was exceptional—they developed custom "kits" for each location type (fixed sites, mobile buses, vans, spares) with 7-8 essential components, including tablets and chargers. This simplified ordering with single part numbers instead of individual items. Digi-Trax also provided free demo units, allowing us to test the system before full implementation.

RESULT

The results have been excellent. Workflow efficiency has greatly improved, simplifying scanning and data capture for our staff. Ordering was seamless due to the custom part numbers and kits. By standardizing equipment across all sites, we removed inconsistencies from outdated hardware. Our long-standing partnership with Digi-Trax and trust in their recommended Zebra products made the transition smooth and easy. We're extremely satisfied with the outcome.



CHALLENGES

- Outdated Hardware
- Inefficient Processes
- Frustrated Staff

SOLUTION

- Workflow Assessment
- Demo Units
- Updated Hardware
- Custom Ordering

BENEFITS

- Increased Workflow Efficiencies
- Hardware Standardization
- Staff Satisfaction

BART BLOCK

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