

Delhaize America

Legendary Lexmark reliability is the right prescription for supermarket chain's retail pharmacy operations.

Challenge

Filling prescriptions requires registered pharmacists, inquiries to insurance companies, enterprise databases and a significant amount of manual effort. It also requires printers that can be counted on to provide continuous, uninterrupted service.

A long-term partnership: 10 years of success

For its 278 full-service pharmacies, Delhaize America demands printers backed by a proven reliability record; devices that can be maintained and serviced by the company's internal IT support staff. Favorable lifetime cost of ownership and partnership with a proactive printer vendor able to guide Delhaize in getting the most out of its investment are key factors in its choices.

For a decade, the one printer manufacturer that continues to meet and surpass these requirements is Lexmark, a company with a proud history of providing output solutions to thousands of pharmacies and healthcare institutions around the world.

Solution

Durable print solutions

Most Delhaize pharmacies are equipped with two Lexmark monochrome laser printers. The first prints adhesive label forms, plain-paper usage instructions and other documents related to the filling of individual prescriptions. The second generates administrative reports, activity sheets for will-call refills and provides back-up and load balancing for the first. Thanks to Lexmark reliability, they are rarely called upon for back-up.

"Our Lexmark printers are durable, reliable workhorses that easily handle the high volume of printing our retail pharmacies generate, up to 1,500 prescriptions per week," said Millard Nance, Delhaize America's vice president of pharmacies. Knowing the status of each printer at all times is key to providing timely responses to alert messages, performing remote diagnostics and scheduling on-site service when needed.

"The printer is such an integral part of filling prescriptions, any time one goes offline it is a cause for concern," said Nance. "Lexmark's tools are an important component in helping us extend the life of those printers, and establishing standardized lifespans based on usage. Other technology companies are not doing this."

Meet Delhaize America

Through its subsidiaries, Delhaize America operates more than 1,600 supermarkets from Maine to Florida under the Bloom, Bottom Dollar, Food Lion, Hannaford, Harveys and Sweetbay banners. Of them, nearly 300 feature a full-service pharmacy.

- ▶ **Retail locations:** 1,600
- ▶ **Employees:** 108,000
- ▶ **U.S. chains:** Food Lion, Hannaford Bros. and Bottom Dollar
- ▶ **Pharmacies:** 278

Products in use: Lexmark monochrome printers

Looking ahead to a new pharmacy system

The final element in the Lexmark reliability picture is Delhaize's exclusive use of genuine Lexmark supplies, including toner cartridges. Previously sourcing its toner cartridges through secondary channels, Lexmark helped Delhaize structure a procurement agreement that ensures availability while protecting against the needless buildup of unnecessary inventories.

To keep up with the growth in consumer demand, Delhaize is upgrading its pharmacy-management software platform to the Java®-based PDX® Enterprise Pharmacy System. Printers able to handle the system's data streams are essential. Lexmark printers are fully compatible and require no modification.

Results

With Lexmark for a decade, Delhaize has come to praise the reliability of its Lexmark printers and appreciate the active participation of Lexmark's account managers and engineers in ensuring customer satisfaction. "Lexmark is such a strong name, our pharmacy teams feel confident that we are selecting the most reliable and highest-quality solution," said Nance. "They are serious stewards of the brand."

The Lexmark-Delhaize relationship extends beyond mere reliability. Lexmark continues to analyze and evaluate Delhaize's pharmacy operations, looking for new ways in which the company can leverage its more than 500 Lexmark devices. This active participation sets Lexmark apart, according to Nance.

Enhancing device value

"Lexmark is different than most other technology companies. What others don't do is think in terms of how their products are being used. Lexmark does that and continually looks for additional ways to enhance the value of that device."

For Delhaize America, the existence of full-service pharmacies in its supermarkets is not merely a convenience, it is a crucial element in a larger picture of providing healthy foods and promoting a healthy lifestyle. For ten years, Lexmark printers have been the right prescription for its output technology.

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