



# Customer Story: National Association of Nephrology Technicians/Technologists

By outsourcing both print and fulfillment of their training publications to Omnipress, NANT was able to focus on more meaningful initiatives.

## A print and fulfillment partnership for educational materials that saves valuable staff resources

NANT promotes education and advances the professional role of the multidisciplinary team in delivering the highest quality of care to the chronic kidney disease (CKD) patient.



**"Omnipress takes the time to think through new opportunities and solutions with us. It's a partnership that has really helped NANT prosper."**

*Fran Rickenbach, Executive Director, National Association of Nephrology Technicians/Technologists*

### Challenge: Move away from in-house order fulfillment of training program publications

As the educational association for dialysis technicians, NANT provides publications used by individuals in a technician training program, and by technicians and nurses preparing for certification exams. Previously, all orders were being managed in-house, which meant NANT had one full-time staff member dedicated solely to order entry and fulfillment.

### Solution: Outsource fulfillment to current print partner who specializes in association publications

For several years, Omnipress had been the chosen print provider of NANT's educational publications because they specialized in delivering the types and quantities of print runs associations such as NANT typically need, allowing them to be more cost-effective. Upon learning that NANT was managing the fulfillment and delivery of these publications themselves with valuable in-house resources, Omnipress proposed a new solution—outsourcing.

### Results: A better business decision that saved resources which were redirected to more meaningful initiatives

Ultimately, it was costing NANT more to use staff to fulfill orders than to outsource these responsibilities to Omnipress. "It was like getting another full-time staff for nearly free," according to Fran Rickenbach, NANT's Executive Director. Even more importantly, doing so allowed NANT to re-direct this staffer's time to initiatives that were more meaningful and valuable to the organization.

## Project Overview



### Customer:

National Association of Nephrology Technicians/Technologists (NANT)

### Services:

- Print Manuals and Materials
- Fulfillment
- Online Publications

### Products:

- Printed manual
- Online manual