

Streamlining clinical and non-clinical collateral management at Ormiston Hospital



Success Story
Ormiston Hospital

Industry
Healthcare



**Faster access
to approved
documentation**



**Reduced
administrative
friction**



**Improved
consistency and
compliance**



**Streamlined ordering
workflows**



**A scalable foundation for
wider rollout across the
Southern Cross network**

Overview

Ormiston Hospital, part of the Southern Cross Healthcare network, partnered with FUJIFILM Business Innovation NZ to improve how clinical and non-clinical documentation was managed, accessed, and ordered.

With forms and collateral previously stored across multiple locations, staff lacked a single source of truth, leading to inefficiencies, version control challenges, and manual workarounds.

Solution

FBNZ implemented a staged Digital Asset Management (DAM) solution, centralising approved documentation, improving visibility and governance, and streamlining ordering processes. The system was structured to support both clinical and non-clinical users, with intuitive categorisation, controlled version management, and scalable integration pathways for future procurement alignment.

The project has strengthened operational efficiency and collateral governance at Ormiston Hospital, supporting better outcomes for both staff and patients.

The challenge

As a leading private surgical hospital, Ormiston relies on accurate, up to date documentation to support patient care, internal operations, and external communications.

Prior to this project, clinical and non-clinical collateral was stored across multiple locations and systems. While processes existed, there was no single, centralised source of truth. Staff often needed to validate document versions manually, rely on workarounds, or navigate multiple touchpoints to access or order materials.

This created:

- Inconsistent access to the latest approved forms
- Limited visibility over high-use clinical documentation
- Manual and time-consuming ordering processes
- Increased risk of outdated materials remaining in circulation
- A patent risk to business continuity in event of a natural disaster or cyber attack on locally networked resources

There was a clear opportunity to reduce friction, strengthen governance, and create a more streamlined experience for hospital teams.

The approach

FUJIFILM Business Innovation NZ began with an onsite discovery session, engaging key stakeholders across Procurement, Marketing, Operations, and Inwards Goods.

This collaborative approach ensured:

- Clear understanding of departmental workflows
- Alignment on compliance and branding requirements
- Practical configuration tailored to real-world usage
- A staged rollout plan designed to minimise disruption

The priority was not simply to implement a system but to design a solution that would work seamlessly for both clinical and non-clinical users.



Implementation

The Digital Asset Management (DAM) environment was structured to provide clarity, control, and scalability.

Key features included:

- Centralised repository for all approved collateral
- Clear categorisation by department and asset type
- Consistent naming conventions
- Controlled version management for compliance
- Secure access for authorised users
- Simple search and ordering functionality
- Remote hosting of assets will ensure business continuity in event of disaster or cyber attack

The staged implementation approach ensured continuity of day-to-day operations while laying the foundation for future integration with procurement and enterprise systems.

Having one place for approved clinical and non-clinical documents means our teams find the right version fast and ordering is simpler. It has reduced delays between stakeholders and enabled us to keep collateral up-to-date and accurate in a more efficient way.



Jerrica Tomlinson
Marketing Manager
Ormiston Hospital

Looking ahead

With the DAM platform now in place, Ormiston Hospital is positioned to further streamline ordering pathways, reduce manual intervention, and improve visibility of order status and delivery timelines.

The solution provides a scalable framework that can support broader collaboration across the Southern Cross Healthcare network, strengthening operational alignment and documentation governance at scale.



Get in touch with
the team today.

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