

The Modern Photocopier—Its Role as a Key to More Effective Marketing for Today's Bovine Practice

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Communicating with clients has always been a difficult, but critically important part of practice for me. The photocopier has enhanced my ability to communicate ideas and this presentation is designed to share some of the things learned along the way.

Most of us are familiar with the traditional use of the copier to make letter copies for later reference or even copying journal articles for our personal files. Some less traditional uses of the copier involve the cut-and-paste technique of advertisement construction. Using this technique one can (a) design your own practice-oriented brochures, (b) publish quality newsletters, (c) design client-oriented forms for distribution (eg. preconditioning certificates) and (d) design client handouts related to managing specific disease conditions or preventative management ideas.

Today's copier will do many things and you should be aware of your needs and each unit's features when selecting a unit for your office. Enlarging, reducing copying in colors, copying both sides of an original, copying at high speed, and the requirements of a special copying paper or a plain bond are features that deserve consideration. Each machine has its own optical "blind spots" which may influence the size of the original you can effectively copy and this feature should be reviewed prior to purchase.

We have two offices and each has its own copier. The first modern copier acquired was the Xerox 2830. This demanded an initial investment of about \$3000. The current copier used in my office is a Canon PC-25, with an initial investment of about \$1100. We have had a number of problems with the Xerox unit of a design nature that we have not with the Canon. The Xerox machine copies at about twice the rate of the Canon, but does not enlarge or reduce. When the Xerox unit is in need of repair one can expect a \$100 trip charge and an \$85.00 per hour labor fee for the service technician. The Canon machine's "breakable" parts are all contained within the disposable cartridge, making this a much less serviced unit.

In our experience the cost of supplies for the machines have been fairly uniform:

wear-and-tear on the machine
.02 per copy (cost of machine ÷ 50,000 copies)

supplies
.04 per copy (ink, toner, etc.)

paper of adequate quality
.02 per copy (xerographic bond)

and amounts to about .08 per copy without including cost of repairs and parts if needed.

The only way to get into the habit of making the copier work for you is to experiment with it. See what it will do and won't do. Find the machine's "blind spots" yourself. Most of all, encourage your staff to become "friendly" with the machine and to use it regularly and effectively. Also, it's good PR to provide occasional copying service for regular clients who don't own a machine.

Let's look at the cut-and-paste technique a little more closely. There are various kinds of dry press letters available in a myriad of type styles from bookstores or engineering supply or graphics supply outlets. These are great for titles and proved italics or boldface styles for emphasis and visual impact.

Another technique involves "borrowing" art work and phrases from publications available to you. Look at both professional journals and producer-oriented publications to select black-and-white artwork/lettering, preferably on a white background of a slick paper. Look at the well done advertisements, mastheads and column headings and try to avoid logos. Use their art talent to fit your needs, but blend it with your own taste. Using rubber cement which is readily available at most variety stores makes "pasting up" the "lay out" easy to change if something just doesn't look right to you.

Another source of materials for design are those which are made available by the graphics supply catalogs. They provide more ideas than one could ever possibly use and many have a special set of agricultural graphics that are readily adapted to veterinary medical use. The charge for the initial sets can vary but can also be well worthwhile to obtain a professional look to the piece you are producing. Also, always be sure to save your paste-ups for later use—they can be recycled many times.

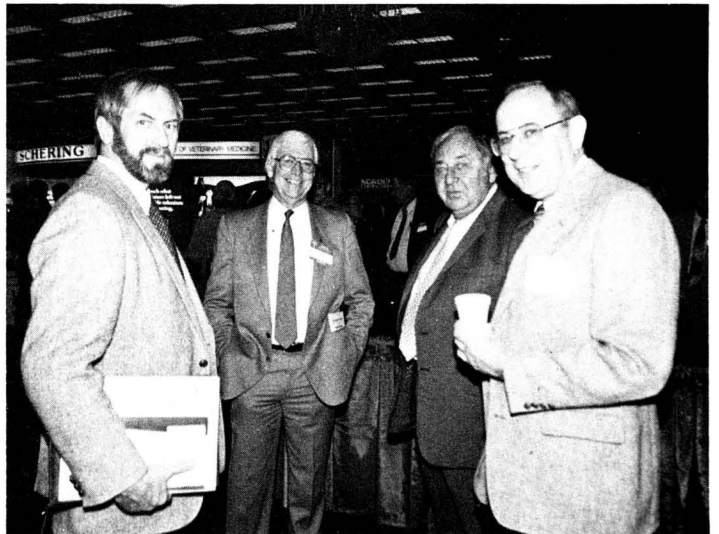
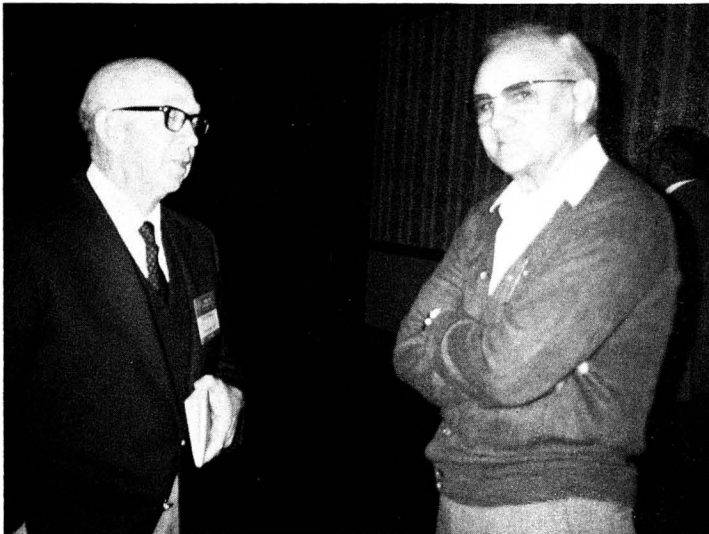
We have been caught short of letterhead on occasion but have had plenty of the bond paper we use as a second sheet. Our copiers will allow us to "print" a small emergency supply of letterhead that can be used until our printer can get the regular letterhead printed and shipped.

We also use the copier to print form letters directly on to letterhead for a nice professional appearance with less

perception that it is a form letter.

In summary, using today's photocopier in bovine practice can provide another tool to enhance the quality of our services without learning a new language, with no "right" or

"wrong" way to apply the materials and no huge initial investment to stare you in the face. Start right away - go for it!



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