

CASE STUDY

BUSINESS CARD AUTOMATION: PLATFORM

The screenshot displays the 'BUSINESS CARD GENERATOR' interface, which is divided into three main sections:

- Left Panel:** Shows two preview images of business cards. The top card is for Gary Hartwig, MBA, and the bottom card is for Vision. Both cards feature the St. Elizabeth's logo and contact information.
- Middle Panel:** Contains the 'BUSINESS CARD GENERATOR' title and instructions. It includes a 'Create New' section with a 'Choose Brand' dropdown menu and four radio button options: St. Elizabeth's Healthcare, St. Elizabeth's Physicians, St. Elizabeth's Provider Network, and St. Elizabeth's Foundation. A success message states: 'Success: Fields have been auto-populated below from previous order.'
- Right Panel:** Contains the 'Contact Information' section. It includes fields for Associate ID (76846), First Name (GARY), Last Name (HARTWIG), Credentials (MBA), Title Line 1 (Creative, Design & Project), Title Line 2 (if needed) (Operations Manager), Office # (859) 301-6316, Fax #, Mobile # (513) 259-8601, and Email (gary.hartwig@stelz...). There is also a 'Mailing Address' section with a dropdown menu to 'Choose Preset Address...'.

CONTEXT

Between launch and 2019, St. Elizabeth Healthcare grew from 1,500 to over 10,000 associates, dramatically increasing demand for business cards. The original process was manual, involving six people (five internal) and frequent freelance support, averaging 12.2 paid labor hours per card across multiple rounds of communication, proofing, and approval.

ACTION

In December 2019, I launched stelizabethbc.com, a self-service platform that automated business card generation end to end.

KEY DECISIONS

Why self-service instead of adding staff to the manual process?

Because the bottleneck was the number of hands touching every card, not the number of cards. Removing hands scaled further than adding them.

RESULT

As of July 2025, the platform had generated 2,560 unique cards, saving 31,232 labor hours (3,904 days) and avoiding \$2.34 million in cost between December 2019 and July 2025.