



“Barcoding is crucial in hospitals these days: if there are any mistakes – or it is given to the wrong patient – there could be a disaster,”

Noam Kvitny, Technical Manager –
Solutions Division at Adisma 2000 Ltd

Citizen printers boost patient care in Israel

By developing a tailor-made printer package, Citizen Systems Europe has helped a network of public hospitals in Israel to reduce costs and improve patient care.

The last thing that a doctor wants to do – in the middle of a consultation – is call the IT department because of printing problems. Printers should remain unobtrusive, and do their job reliably. This is essential in an office, but in a hospital it is critical – because here, they do more than produce hard copies of memos and documents, impacting patient information management.

Many hospitals now depend on reliable, effective and accurate printers to produce barcode labels that contain important patient data – such as personal information like their identity, blood type, details of the ward they are in and what operation they are waiting for. These labels are added to patient notes, or attached to blood sample tubes, for instance.

Citizen Systems Europe recently developed a tailor-made package that boosted printer effectiveness, and consequently improved patient safety. Due to Citizen’s reputation for reliability, its versatile CL-E720 and CL-S621 printers were chosen for use across several publicly owned hospitals in Israel. These included: the Ziv Medical Center, Galilee Medical Center, Hillel Yaffe Medical Center, Assaf Harofeh Medical Center and the Tel Aviv Sourasky Medical Center.

The hospital network was looking to replace its existing printers, because they were proving to be highly unreliable and didn’t live up to the day-to-day demands of the hospital. Adisma was invited to review the existing set up and develop a solution.

Higher reliability means a reduction on downtime and, crucially in the medical environment, allows doctors and nurses to spend more time doing their jobs, rather than worrying about printer malfunctions.

One of the most extensive parts of the supply contract was to programme custom-made firmware for the printers, allowing them to connect with the hospital’s existing IT system. This all had to be done – to the requirement and satisfaction of the hospital – in advance of any sales being made. One example of what the printers had to achieve was printing labels in Hebrew, which reads from right to left.

Who is our Customer?



There are over 45 hospitals and medical centres in Israel, 10 of which are state-owned, and all offer first-rate care and services. Health policy has been so successful in Israel that in 2017 Bloomberg’s Global Health Index ranked the country as the ninth healthiest in the world.



CL-S621

In the healthcare industry where resources and time can be sparse the CL-S621 offers a fast, simple and cost-effective way to print. With our ARCP™ anti-wrinkle and automatic tensioning system, we can guarantee that labels are printed clearly and accurately, which is vital when labelling items like medical wristbands, medication labels and test samples.

“The previous printers had lots of technical issues, the IT department was making three service calls every week. That’s now been virtually eliminated with the new Citizen printers as they are built for demanding applications and are far more reliable.”

The main printer supplied by Citizen, which is now being used extensively across the hospitals, is the versatile CL-E720. This is a thermal transfer label printer with LAN and USB interfaces, featuring Citizen’s ARCP anti-wrinkle and automatic tensioning system, which guarantees sharp, high quality printing. Importantly for hospitals it also features ultra-fast print out - up to 200mm per second (8 inches per second) – and very large media capacity, holding rolls up to 8 inches (200 mm).

As well as its reliability, it was also chosen for its durability – as it has to be ready to work 24/7 – and its good price. There was also an element of good timing involved: “It fitted all the customer’s needs perfectly, and came onto the market at exactly the right time”, says Kvitny.

Adisma also supplied other Citizen printers as part of the contract, including the CL-S621, which is primarily used in laboratories and blood banks. The CL-S621 is a precision engineered, fast and easy-to-use unit that also features Citizen’s Hi-Lift™ metal mechanism and the innovative ARCP™ anti-wrinkle and automatic tensioning system.

Kvitny says the new printers are superior to the ones they replaced in several ways: they are easier to use; have a smaller footprint; the print heads are easier to switch – and deliver better Total Cost of Ownership – of previous replacements; and, while the previous printers had a warranty of 1 million inches, the new ones have a warranty of twice that.

There are 10 state-owned hospitals in Israel, and the Citizen supply contract covers seven of these. Each hospital is using between 20 and 50 printers, says Kvitny. And this number is growing as old printers are gradually replaced.

Jörk Schüßler, Marketing Director EMEA at Citizen Systems Europe, said: “This was a tailor-made solution, designed to meet the needs of the hospital, and perfectly highlights the kind of support that we routinely offer. In such a critical application, where patient safety is the priority, our printers have proven to be just what the doctor ordered – allowing them to focus on what really matters: patients.”

About Citizen Systems Europe

Citizen Systems Europe is a wholly owned subsidiary of the Japanese Citizen Group. Recognised and respected for its high level of experience in advanced technology and innovative solutions, Citizen is famous for its watches, printers, machinery and electronic products.



Since 1964, Citizen Systems has been the brand of choice for printers worldwide, providing a wide range of top-line industrial printing solutions that modernise the business operations of many industries, including logistics, retail, manufacturing, hospitality, post and office supply.

Citizen Systems is fully focused on the distribution and support of label, portable, photo and POS printers, as well as calculators, through an extensive partner network across EMEA.



CL-E720

The CL-E720 offers healthcare applications a high performance printing solution at an attractive price point. Although a desktop printer, the CL-E720 is packed with features usually reserved for higher class and industrial machines. Designed and built for easy operation and service with a user-friendly LCD screen, it is the perfect printer for users who need top specification labels fast.

Who is our Distributor?



Adisma 2000 Ltd is a leading Israeli supplier of label printing and bar code scanning solutions. The company works with major global brands, has over 30 years of experience and a reputation for exceptional quality and customer service.

To learn more about Citizen’s range of printing solutions, contact the Citizen marketing team or visit the company website.

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