

Case Study



Corewell Health

Transitions 12 Hospitals to a Single-Provider Solution

cbord®





Challenge:

Corewell Health was operating 12 hospital locations that each used a different system to support its retail operations. These separate software systems made it difficult to manage daily transaction data, required unnecessary manual processes, and involved time-consuming system upgrades and maintenance. Each a contributing factor in driving operational costs upward.



Solution:

Corewell Health turned to CBORD to establish a single, comprehensive solution to support an improved retail operation and customer experience. It implemented a scalable offering that included multi-property point-of-sale configurations, modernized POS capabilities through leading-edge Oracle Symphony software and hardware including automated self-serve kiosks, and an integrated system to track and manage employee purchases.



Result:

Through CBORD's point-of-sale and cashless solutions, Corewell Health will now have one solution across its network, which currently supports 4.2 million transactions.



Corewell Health

Recognized as one of the nation's 15 Top Health Systems by Truven Health Analytics® and ranking in the top 1% of hospitals across the nation by Healthgrades analysis, Corewell Health is a leader in the health care community.

The nationally recognized not-for-profit health system creates consistent, high-quality health journeys for consumers; it was important for Hospitality Support Services leadership at Corewell Health to create the same consistency and experience in its retail operations.

With multiple hospital locations and more than 31,000 employees, Corewell Health needed a scalable solution to help manage its retail operations enterprise-wide. They turned to CBORD for help.



Verified Solutions

Its flagship Grand Rapids' campuses had successfully used CBORD's point-of-sale and cashless payment software since 2015, according to Kevin Vos, senior director of hospitality support services at Corewell Health.

"We were pleased with the results and liked it enough to consider it as the viable option to handle a scalable solution," said Vos. "We knew it needed to be flexible enough to give us adaptability in a rural or a critical access hospital while also providing that same support and flexibility we were accustomed to at our larger flagship hospitals."

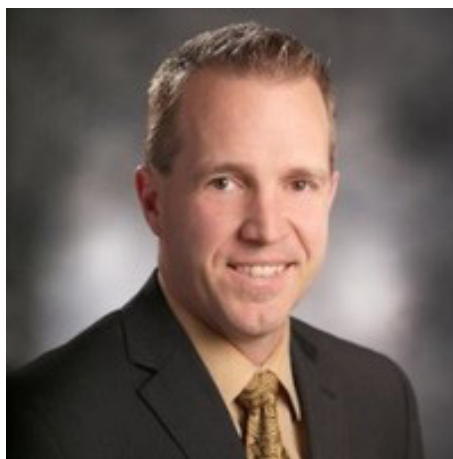
CBORD leveraged its team to provide Corewell Health with comprehensive, enterprise-wide solutions to manage transaction data, automate and streamline processes, and diversify POS options through its Odyssey and Oracle Symphony software, driving operational costs down and transactional revenue up.

Odyssey allowed Corewell Health's employees to purchase items in a cashless environment by linking purchases to employee records through payroll deductions and

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We've been able to decrease approximately \$300,000 in labor expenses in our fully-functional micro marts using self-service kiosks.

-Kevin Vos



declining balance accounts facility-wide, increasing service speed and improving staff and patron satisfaction.

"Corewell Health's highest volume location, the newly renovated Michigan Street Market at Butterworth Hospital, averages 5,000 transactions per day, which is a 27% increase compared to last year," said Vos.

Extending Capabilities

As Corewell Health worked to redefine its retail operation and café experience, it also sought innovative ways to increase value and more efficiently utilize its skilled team members through automation at its point-of-sale registers using the Symphony solution and self-service kiosks.

"Our team saw an opportunity to stand up an automated checkout process to realize efficiencies through automation on a larger scale," said Vos.

Having added one automated POS register at Butterworth's Michigan Street Market, Vos said as more people use the self-service checkout terminal, he'd like to introduce additional kiosks to increase checkout efficiency.



Automating the Point-of-Sale Register at Brassworks

In 2018, Corewell Health was approached by leadership of its nearby Brassworks location, a business service center that houses approximately 500 employees to create a food service option for its employees.

"I figured this would be a perfect time to create a micro mart using self-service only kiosks," said Vos.

Using CBORD's solutions, Corewell Health was able to service the team at Brasswork's daily in a labor-free model using modernized point-of-sale technology and hardware at kiosk stations.

After benchmarking data revealed the revenue generated at various regional hospital cafeterias was less than the resources needed to sustain operations, Corewell Health decided to build on the Brassworks micro mart success. It transitioned seven of its regional hospital cafeterias to standardized café hours using staffed point-of-sale stations for breakfast and lunch only.

After hours, these facilities will be fully functional micro marts using only self-serve kiosks. This transition decreases approximately \$300,000 in labor expenses through point-of-sale automation, while enabling the department to provide the services staff and visitors have come to expect.

"We are doing this in a phased approach, which is allowing us to reduce labor hours and increase hours at our business service centers and cafeterias," said Vos.

As a rapidly growing health system, Corewell Health's focus on achieving higher levels of excellence in health care expertise, patient care, and employee service offerings will remain a priority, and it will continue to seek CBORD for its proven, successful solutions.

"CBORD is a company that is following industry trends and that's the type of strategic partner I want," said Vos.

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café, Michigan
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-Kevin Vos

Who is CBORD?

For nearly five decades, CBORD has delivered smarter food and nutrition software that elevates patient satisfaction and improves efficiencies. Connecting hospitals to their patients, employees, and guests, our technology provides tools that help hospital systems, senior living communities, and multi-site healthcare campuses meet rising resident and patient expectations.