

# *XYZ HealthCare Gets Out of the Box with Hospital Week Gifts*

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**INDUSTRY:** HEALTHCARE/HOSPITAL SYSTEM

**O'BRIEN CAPABILITY:** PACKAGING & KITTING, COMPANY STORES,  
PROMOTIONAL PRODUCTS

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XYZ HealthCare is an 11-hospital health system providing care to Illinois and the Upper Peninsula of Michigan. Each year XYZ rewards each employee serving in the organization with a special gift. Typically, one item is selected and each employee receives the same thing. Consequently, some recipients may not like, appreciate, or want the gift as choice is not an option and enough gifts are ordered for all employees.

O'Brien was engaged to assist XYZ in "getting out of the box" and away from a single "one size fits all" gift. O'Brien's goals were to:

- Use the Best - Select top manufacturing partners with domestic production, decoration, and shipping capabilities. Utilize top selling items with high inventory / local production capabilities.
- It's All in the Name - Select high-quality name-brand and retail gifts that are recognizable & desired by a large (and diverse) set of individuals.
- One Size Fits None - Provide employees with their choice of gift with a diverse selection of brand-centered colors.
- Simplify the Process - Provide a user-friendly webstore for the selection and fulfillment of Hospital Week gifts.
- Generate IMPACT - Involve employees in the selection process. Recognize individuals with a thoughtful card and personal thank you from XYZ leadership.

O'Brien developed a custom ecommerce site with three unique items for employees to choose from. Individuals were then directed to the site and chose the gift that they loved most (as opposed to getting the same thing as everyone else). Requests were received until a specific cut-off date and O'Brien went into production (generating the exact number of pieces necessary to fulfill the order). Upon completion, items were sorted for each of the 11 hospitals to assure the right gifts made it to the right place at the right time. Site data was then used to showcase reaction and cost reduction metrics, which will help with pinpointing the perfect solution and products for future years.

The project was a success given the diversity in selection and interactive opportunity that a custom ecommerce site provides. O'Brien's logistical expertise - in conjunction with exceptional supplier alliances - allowed XYZ to do more than the status quo for Hospital Week. They never stop going above and beyond for their employees and this format allowed them to recognize them each as an important individual.

*a case study*

