

Hospital Employees Show Pride with Branded Apparel

INDUSTRY: HEALTHCARE

O'BRIEN CAPABILITY: COMPANY STORE, BRANDED APPAREL

XYZ Health System is a 600-bed hospital system with over 20 off-site locations in Northern Indiana. O'Brien worked with XYZ to identify business casual apparel options that employees could wear to work. More importantly, apparel that would showcase the quality and pride of XYZ's employees.

O'Brien developed an e-commerce site with pre-approved decorated apparel. The program launched with an on-site exhibit managed by O'Brien. Employees could touch, feel, and try on the items while O'Brien was on site (creating a value add when it comes to purchasing apparel online). Employees can make purchases on site using a credit card or payroll deduction option and requested pieces can be delivered right to their home or to their hospital gift shop for pick up.

The demand for branded apparel was significant and O'Brien was enthusiastic to be a part of generating pride and engagement at the hospital. Outside of assisting with rotating item selection, the hospital staff doesn't need to spend time managing the program. O'Brien oversees the day to day requests, customer service, and delivery of requested goods. With monthly reporting and frequent creative additions, the site has become an exciting tool for staff and management alike.

a case study

