



Custom Apparel Improves Hospital's Brand and Communications



Client:

Major Metropolitan Healthcare Network, Washington, D.C.

Project:

Custom Apparel Program

Business Application(s):

Program Development, Embroidered Apparel, Graphic Design, Online and Print Ordering Systems, Ongoing Project Fulfillment

Business Objective(s)

Client needed to find a solution to address:

- Patients' inability to identify the name and/or role of key hospital personnel,
- Inconsistent quality and style of employee-purchased attire, and
- Covering body art.

The Solution

A 30-person, intra-departmental client team determined the best solution was to define work apparel that is embroidered with each employee's name, role, and the organization logo. The requirements identified the approved manufacturers, styles, color by job role, and a single-source from which to purchase.

The solution provides additional benefits to Client by:

- Increasing the consistent and professional appearance of its staff, and
- Reinforcing their brand.

Implementation

Phase One of the Custom Apparel Program was rolled out to 250 Registered Nurses (RN), Licensed Practical Nurses (LPN), Medical Assistants (MA), and Technicians. Client would purchase a specific number of scrubs (shirts and pants) and a jacket for each defined employee. The employee would be able to purchase additional items, as needed.

Caskey worked with the Client to select the manufacturers, styles, and colors for each employee role. After the items were finalized, Caskey:

- Designed and printed 400 catalogues, 500 multi-part order forms, and 250 program introduction letters for employees.
- Built (and hosts) a 29-page eCommerce website for the program. The site includes ecommerce capabilities, discount and coupon functions, and a robust back-end analytics dashboard for real-time metrics and reporting.
- Created a mobile on-site store for measuring, trying on samples, and purchasing apparel. In addition to the initial round of fittings, Caskey goes on-site two times a month to serve new and existing employees who want additional items.
- Implemented a weekly delivery schedule to ensure employees are “apparel-compliant” as quickly as possible. If the employee is working that shift, Caskey delivers the package to each employee personally. If they are not on-site, packages are delivered to a pre-approved station on the employee’s floor.



Caskey implemented Phase One in three months.

Results

Caskey worked with Client to refine the program throughout the initial roll-out. The Custom Apparel Program meets all the business objectives of patients being able to identify staff by name, a consistent look for key medical personnel, and all body art is covered. In addition, the professional, branded look is a positive.

The Client was so confident in Phase One’s results that it began Phase Two for Administration and Registration personnel just four months later. The Client would purchase a specific number of polo shirts and a sweater for each of the 115 defined employees. The employee would be able to purchase additional items, as needed.

Caskey expanded the website to include Phase Two apparel, and includes the new employee groups in its bi-monthly site visits. In addition, Caskey designed and printed 250 catalogues and 500 multi-part order forms for the Administration and Registration teams.

Considerations if You Want a Custom Apparel Program for Your Organization

- REQUIRE MEASURING AND/OR TRYING ON SAMPLES
 - Every apparel manufacturer has slightly different sizing. Employees should be strongly encouraged to be measured and try on samples BEFORE they purchase embroidered products. If they do not, some disappointed employees will inevitably find they are “not a size 2” or that one style of pant is shorter than they wanted.
- PROVIDE ADEQUATE SPACE FOR FITTINGS AND TRYING ON SAMPLES
 - To encourage measuring and trying on samples, provide enough space to make it comfortable for everyone. Caskey sometimes finds it necessary to bring its own pipe-and-drape changing rooms and full-length mirrors to accommodate a client’s custom apparel needs.
- EXPECT TURNOVER
 - Depending on your organization, expect that some new employees may not still be there when their delivery arrives in two weeks. If you are purchasing apparel for your employees, consider buying a partial order of the employee allotment until after a pre-determined time period (perhaps 90 days).
- BE SENSITIVE TO SECURITY AND PRIVACY
 - If you are requiring employee names on apparel, educate them about wearing the apparel outside of work/school. We recommend that names be covered with a jacket, sweater, or tape to protect your employees’ privacy off-site.
- PROVIDE A LIST
 - To ensure all employees are accounted for, please provide a list of employee names and departments to Caskey Group. This will ensure that we can effectively identify who still needs to be fitted.

Why They Chose Caskey Group

Although Caskey has a long-standing relationship with the Client, Caskey was interviewed along with several competing firms.

The Client selected Caskey Group because of Caskey’s willingness to:

- Build a custom program,
- Offer bi-monthly on-site employee fittings and purchase point, and
- Develop a direct-to-manufacturer pricing structure.