

Partnership Profile:

BAYLOR UNIVERSITY MEDICAL CENTER

Dallas, Texas



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Best Care, Best Environments.®

Partnership Profile:

Baylor University Medical Center

KEY CHALLENGES

Baylor University Medical Center challenged ARAMARK Healthcare to impact its clinical support services by creating patient-focused and cost-effective solutions that provide various key results:

- Align with Baylor University Medical Center's mission and culture while simultaneously providing excellent retail food service quality, convenience, variety, and innovation.
- Improve patient, physician, and employee satisfaction.
- Create a smooth transition—including maintaining a similar compensation package—for employees changing over to ARAMARK Healthcare.
- Integrate ARAMARK Refreshment Services and Uniform Services as an in-house partner.

PARTNER WEB SITE:
www.baylorhealth.org

Overview

Baylor University Medical Center is an affiliate of the Baylor Health Care System, a not-for-profit, faith-based network of hospitals, primary care centers and practices, rehabilitation clinics, senior health centers, affiliated ambulatory surgery centers, and the Baylor Research Institute.

Over the past 100 years, Baylor University Medical Center has exemplified excellence in patient care, medical education, research, and community service. The Medical Center has earned the trust of people in the Dallas and Fort Worth communities, and for more than a decade, *U.S. News & World Report* has ranked Baylor University Medical Center among the best hospitals in the United States.

Since the partnership with ARAMARK Healthcare began in 2001, Baylor University Medical Center has achieved several key results in three major areas—patient and visitor satisfaction; physician, employee, and nurse satisfaction; and operational efficiency and service excellence.

Patient and Visitor Satisfaction

- Increased patient and visitor meal satisfaction by implementing ARAMARK Healthcare's pizzeria concept, serving nearly 300 personal pan and specialty pizzas each day
- Increased visitor satisfaction and retail food revenue by introducing customized food choices at the Truett Café with ARAMARK Healthcare's Refresh Program—designed to reflect local preferences, improve the food quality and presentation, and update the environment (muted lighting, music, complimentary newspapers, and fresh flowers)
- Positively impacted patient satisfaction by implementing ARAMARK Healthcare's I Impact Program, an updated tray line service system, a more efficient patient throughput system, and revised patient menus



**NUMBER OF BEDS
(14 LOCATIONS):**

2,956

SERVICES:

Central Transportation
Food Services
Environmental Services

Uniform Services
Refreshment Services
Vending Services

Physician, Employee, and Nurse Satisfaction

- Improved physician satisfaction by creating a physician dining “oasis” to help physicians feel like they are away from the Hospital—creating a roomy, coffee shop feel; offering overstuffed couches, leather booths, dim lighting, and soothing music; and providing several televisions, private conference areas, and an Internet café
- Achieved a seamless workforce conversion with no job losses, though the conversion required a new staffing model
- Successfully integrated ARAMARK Healthcare’s workforce within the Health System’s culture, creating a partnership that works together on leadership development and training programs
- Positively impacted employee satisfaction, reducing overall employee turnover in FY2009—by 50% in Central Transportation, 28% in Environmental Services, and 18% in Retail Food Service—with introduction of new employee engagement and training programs as well as unit-specific housekeeper assignments that allow employees to develop additional skills that expand their career opportunities

Service Excellence

- Positively impacted service excellence by introducing the Atrium Market retail concept, serving approximately 971 customers per day and maintaining the highest check average on the Baylor campus; the concept includes a Southwest Texas-style feel with accessories and color scheme, a relaxed mood due to lighting and music, and line servers who create or prepackage food items that reflect local preferences
- Achieved service excellence by receiving quality scores of 90% and 94% respectively for Starbucks and the main kitchen
- Demonstrated service excellence by involving ARAMARK Healthcare employees in various community events—pledged \$10,000 to the Baylor All Saints Foundation and raised \$1,200 for the American Heart Association Heart Walk, \$1,000 for the Diane Youngblood Endowment for Breast Cancer, and \$500 for the L. Clifford Davis Elementary School
- Demonstrated service excellence by passing 12 regulatory surveys in a 15-month period with no recommendations for improvement in food and environmental services

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This relationship is a true partnership with our healthcare leadership team, physicians, and other employees. We are getting the best of both worlds—ARAMARK Healthcare has successfully integrated their employees into Baylor’s culture while providing quality products delivered in a cost-effective and efficient way. Based on the feedback we are getting, the partnership is meeting the needs of our constituents.”

—Joel T. Allison,
President and
Chief Executive Officer,
Baylor Health Care System



NUMBER OF EMPLOYEES:

1,800

START DATE:

2001

- Increased retail food revenue by 22%—from \$1.6 million in FY2008 to \$1.9 million in FY2009—and reached a retail sales high of \$211,750 in June 2008 by opening four new retail venues
- Demonstrated operational efficiency in the Nutrition Department by operating \$166,773 under budget while refreshing eight café locations with ARAMARK Healthcare's Market MATCH Program
- Increased retail revenue from \$3.8 million to \$6.3 million in a three-year period by implementing the Truett Café concept, which includes popular national brands—Starbucks Coffee, Chick-fil-A, and Krispy Kreme doughnuts—serving 3,800 customers each day
- Increased operational efficiency by introducing Glo Germ Tool Kit as an education tool; conducting the ARAMARK Technical Week Floor Care Training for the Southwest Region; and expanding the Neonatal Intensive Care Unit, which includes an in-house neonatal dietitian

Read additional Partnership Profiles at:
www.aramarkhealthcare.com



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