



**SP** Plus<sup>SM</sup>  
Healthcare Services  
*Superior People. Superior Performance.*

A division of Standard Parking



*“Like most city hospitals, Union Memorial struggles with limited parking, so we decided to partner with SP Plus™ Healthcare Services. Over the years, they have implemented an access control system, negotiated the acquisition of off-site parking, implemented a shuttle service to transport employees and, most recently, started a ‘stacking’ program with valets that has resolved the hospital’s parking problem.”*

*Union Memorial Hospital, Baltimore*



## **Your Challenge, Our Commitment**

**Innovation and growth are accelerating across the healthcare landscape, but for healthcare center administrators, the greatest competitive challenge remains unchanged: achieving unparalleled customer satisfaction.**

Parking, valet and transportation services play a daily role in the lives of patients, staff and visitors. More than 150 healthcare organizations, including some of the foremost medical centers in North America, rely on the unparalleled experience of SP Plus<sup>SM</sup> Healthcare Services to deliver quality performance and satisfied customers.

Much has changed since we began serving our first healthcare client in 1938, but one thing has stayed the same: our driving commitment to extraordinary service, excellent value and exceptional results.

**A division of Standard Parking, SP Plus<sup>SM</sup> Healthcare Services leads the industry in parking management, valet, transportation and consulting services for healthcare facilities. Our clients benefit from the comprehensive capabilities of a single-source provider bringing innovative solutions for improved operations.**

## **Single Source, Comprehensive Capabilities**

### **Parking planning and management**

#### **Valet**

- > Front-door and call-down services
- > Traffic control
- > Directions and maps

For patients and visitors, valet attendants serve as ambassadors for our clients' facilities. The personalities, professionalism and pride of hand-picked valet teams reinforce our commitment to customer satisfaction. Taking a cue from the "white-glove" standards of five-star hotels, our valet attendants serve with courtesy and compassion as they strive to make every customer interaction a positive one.

#### **Parking facility planning**

- > New facility design
- > Demand forecasts
- > Revenue/expense projections
- > Rate recommendations
- > Lighting/safety
- > Graphics/signage
- > Automated traffic and revenue controls

In the current healthcare environment, nearly every major medical center is either expanding its parking capacity or stretching existing facilities to the limit — or both. Based on demand projections, we ease crowding at existing facilities with solutions from stack parking to redesigning the layout with more spaces. When new facilities are needed, SP Plus<sup>SM</sup> Healthcare Services has the expertise to advise on design, security features, and automated traffic and revenue control equipment.



*"Customer service excellence is what reinforces a positive image of a medical facility. SP Plus<sup>SM</sup> Healthcare Services works with us to enhance customer services while addressing the sometimes conflicting and stressful demands of a medical center parking operation."*

*Providence Tarzana Medical Center*



### Parking facility management

- > Pricing optimization/profit maximization
- > Facilities startup
- > Self-park operations
- > Cash-flow management
- > Revenue controls
- > Monthly parking/validation management
- > Pro forma projection of traffic volume

A parking facility is more than an entry and exit point; it forms the first and last impression of the organization it serves. SP Plus<sup>SM</sup> Healthcare Services continually works to nurture the professional image of our healthcare clients. Our operating systems and procedures combine efficiency and economy with courtesy and convenience.

### Transportation

- > Vehicle selection and finance
- > ADA compliance
- > Routing and scheduling
- > Turnkey services

Shuttle buses serve as the lifeline connecting people, parking and healthcare facilities. Whether moving people from campus to campus in a regional healthcare system, accessing off-site parking or accommodating construction activity, SP Plus<sup>SM</sup> Healthcare Services works to provide efficient and reliable transportation. Our expertise reflects the experience of SP Plus<sup>SM</sup> Transportation, which operates a nationwide fleet of hundreds of shuttle vehicles.

### Safety and security

Dedicated to providing a safe parking and valet environment, our attendants maintain an active presence and work with hospital security to enhance facility safety. In selected markets, we provide more comprehensive services through SP Plus<sup>SM</sup> Security.

### Maintenance

Recognizing the importance of cleanliness to a healthcare setting, we set meticulous standards for our facilities and maintain them through a carefully developed, strictly enforced monitoring system. SP Plus<sup>SM</sup> Maintenance provides more extensive services in some markets.





## Tight Controls, High Returns



### Technology

SP Plus<sup>SM</sup> Healthcare Services adapts the latest parking technologies to the special requirements of the medical center environment. We evaluate technology needs, advise on solutions, plan upgrades, oversee installation and test equipment. Electronic procurement streamlines invoicing and validates expenses, while volume purchasing helps clients realize significant savings. And by financing equipment costs, we free up our clients' capital resources for patient-care investments.

### Client profit maximization

With stringent systems and standards, we routinely increase revenue, control costs and improve financial performance for our healthcare clients. Our Web-based Client View<sup>®</sup> system lets healthcare administrators securely download monthly financials and detailed backup reports at their convenience. Surprise visits by our internal audit department reinforce the integrity of our financial controls.

### Eco-friendly operations

We look for every opportunity to make our operations more eco-friendly and reduce our carbon footprint. Our innovative business processes won an "Empower the Green Enterprise" award from software giant Oracle. With our new processes, each year we expect to save 312 tons of paper, 624 tons of trees, 5.1 million gallons of water, 600,000 pounds of waste and 19,000 pounds of emissions.

*"Prompt and courteous attention to the parking needs of our professional staff, patients and visitors has been critical to the success of our hospital mission. SP Plus<sup>SM</sup> Healthcare Services has provided us with a winning combination of customer service and financial performance."*

*Advocate Illinois Masonic Medical Center*



## Little Extras, Big Rewards

### Staffing and training

SP Plus<sup>SM</sup> Healthcare Services fields a first-class, rigorously screened team of service-oriented parking and transportation professionals. Our Standard University<sup>SM</sup> trainers work with our medical center clients to create programs and refresher courses tailored to each facility. In many cases, our staff goes through orientation alongside hospital employees, helping them understand the institution's culture. To maximize efficiency, we use an automated workforce management system that streamlines scheduling, tracks time and lowers labor costs.

### Always seeking new ways to improve the parking patron experience, SP Plus<sup>SM</sup> Healthcare Services provides amenities including:

- > Books-To-Go<sup>®</sup> CD lending library
- > Films-To-Go<sup>®</sup> DVD lending library
- > Standard Road Assist<sup>®</sup> emergency services
- > CarCare services
- > On-site car wash services
- > Courtesy umbrellas
- > Complimentary vehicle assistance services
  - Tire inflation
  - Tire change
  - Battery jump start
  - Windshield cleaning
- > Customer-appreciation promotions



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