



CASE STUDY

John H. Stroger Jr. Hospital



CHICAGO, IL



HEALTHCARE



1,458
SPACES



SURFACE LOT



AUTOMATED



450 BEDS



PAY-ON-FOOT

Situation

- Patrons were forced to park at a remote lot and shuttle back to the healthcare facility, as the hospital's parking facility was routinely full by 9:30 a.m.
- Frequent delays at lot entrance, due to an overburdened single cashier lane.
- Patrons were inconvenienced due to cash-only payment, often causing payment negligence.
- On-site parking equipment was outdated and no longer functioned effectively.
- The hospital's Patient First initiative identified a patient experience shortfall in its parking provisions.
- Forecasting and auditing were difficult and inaccurate as each department was responsible for issuing their own parking validations.

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Approach

- Introduced a valet service for patients and visitors to increase capacity and convenience.
- Replaced outdated parking equipment with user-friendly pay-on-foot system that accepts credit cards.
- Added three additional exit lanes to reduce patron wait times.
- Restructured parking rates to be patient friendly while deterring non-hospital patrons.
- Centralized the parking validation system to allow for effective oversight.

Results

- Improved customer experience and limited shuttling needs with convenient valet option.
- Boosted revenues and customer convenience with multiple payment options.
- Increased daily parking capacity by 31%, which improved overall patient satisfaction (460 stalls).
- Reduced ingress and egress times, significantly improving customer service.
- Minimized margin of error and improved validation auditing capabilities.