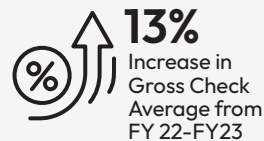
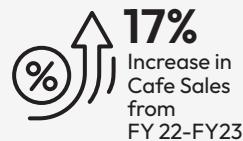


CASE STUDY

Café Renovation Leads to Increase in Sales for Monument Health

Monument Health, the leading medical center in the Black Hills of South Dakota, offers extensive services through its 415-bed hospital. Monument Health partnered with Morrison Healthcare, a Compass One Healthcare company to give their café a much-needed makeover. Morrison provided the upfront capital, motivating Monument Health to undertake the project as part of their contract. As of today, all Monument Health System cafes have been renovated, boosting sales, revenue and vending commission for the system.



The Situation:

When Monument Health partnered with Morrison Healthcare, they identified the café as outdated and poorly utilized. The contract included a clause for Morrison to fund the remodel, which motivated Rapid City's leadership team, according to Dave Ellen Becker, Vice President of Facilities Management at Monument Health.

The renovation included equipment updates, changes to the salad bar to improve customer flow, and a completely new look and feel. The first step was to remodel an outdoor area with grill options that was later used as dining space while the cafeteria was closed. The newly renovated and named cafe, Nourish, officially opened on January 22, 2018.



Our new cafe gives us a five star dining experience. You feel like you're eating at a great restaurant.

- Dave Ellenbecker, Vice President, Facilities Management of Monument Health



Reimagined Cafe Experiences Boost Revenue



RESULTS

When the partnership between Monument Health and Morrison Healthcare began, it was determined that the café was outdated and the space was not well utilized. The team recognized an opportunity to boost revenue by upgrading the space and increasing visitor flow.

17%
Increase in
Cafe Sales
from FY 22-FY23

The renovation included equipment updates, changes to the salad bar to improve customer flow, and a completely new look and feel. The first step was to remodel an outdoor area with grill options that was later used as dining space while the cafeteria was closed. The onsite team had remodeled the kitchen previously, and the servery and dining areas were identified as areas that could be improved upon to increase gross check revenue and enhance the overall dining experience.

13%
Increase in
Gross Check Average
from FY 22-FY23

Monument Health Vending was implemented at no cost to the hospital system. Vending commission is expressed in 86K realized dollars allocated for hospital auxiliary. The team was able to provide additional value by ensuring that the vending area was ADA compliant and met the Joint Commission's standards with the necessary upgrades.

577k
in Vending Sales Since
FY 2021

*Monument Health System Vending Sales

Learn more about how Morrison Healthcare can unlock the potential of your healthcare retail environment.

www.morrisonhealthcare.com • Call 1-877-427-6842 for sales/RFP related requests

