



# WellMed unifies brand across multiple markets with uniform program powered by SmartScrubs

**To be able to walk into a clinic and see the uniformity, the professionalism it gives off – both to patients and visitors – it makes a difference.**

**MARK FEINBERG**  
VICE PRESIDENT OF PROPERTY & CAPITAL MANAGEMENT WELLMED

## Challenges

WellMed, a health care delivery network serving mostly seniors, is in acquisition mode, according to Vice President of Property & Capital Management Mark Feinberg. The organization, which includes WellMed Medical Management and WellMed Medical Group, is already comprised of more than 100 clinics and 30 administrative locations across 9 markets in 2 states. And they're growing.

"Every time we turn around we're adding another clinic, or 2 or 3," Feinberg says.

Such rapid growth presents challenges for a brand's image. WellMed had a uniform program in place, but maintaining consistency across so many locations proved difficult. Management of the uniform program was up to each individual clinic administrator, who had to rely on local shops or catalogs to purchase uniforms for each new employee. "It was a management nightmare," laments Vice President of Clinic Operations Lisa Schmidt.

As a result, there was no uniformity of colors, logos or materials, and quality suffered. "If you

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brought somebody from Texas and somebody from Florida together, you'd almost think they worked for different companies," Feinberg explains. "There was no standardization."

Even allocations were haphazard. Some markets might have offered two sets of scrubs to their employees while others offered four.

Employees brought the issues to the attention of WellMed's CEO at a town hall meeting. Not only were current employees unhappy, but Feinberg was concerned about new employee morale throughout the acquisition process. "We want them to feel a part of the company as quickly as possible," he explains.

Administrators knew it was time for an overhaul of their uniform program. The first step, according to Feinberg, was to find a vendor who could handle the complexity

of WellMed's needs.

"For as big of a program as we're going to be implementing, we need somebody who is going to be able to help us," explains Schmidt. "I don't know how to run a uniform program; we need somebody who really understands it."

## Solutions

After researching and visiting with several vendors, Feinberg says SmartScrubs was the clear choice. "A vendor that would be able to support us in multiple markets with an allocation program, where each person is given a certain amount of money, be able to deduct it, be able to ship it to multiple locations," he explains. "Basically, help us to manage it and do it online and keep it simple and fairly transparent for the end user."

The next step involved

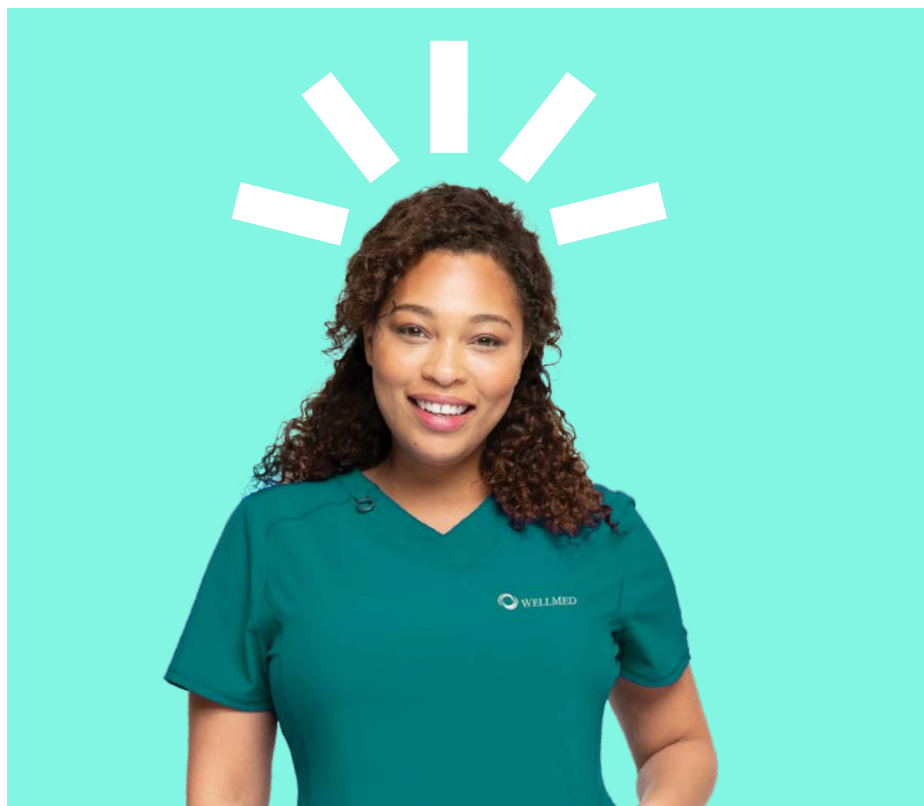
putting together a cross-functional committee to help select products and colors.

SmartScrubs sent a variety of product samples as well as sew outs of the WellMed logo embroidered on several colors. Their dedicated account manager helped the committee select products that were not only durable and offered in a size range large enough to accommodate a program of their magnitude, but also with an eye on the longevity of color and style. "We didn't want something that was going to be obsolete in a couple of years," Feinberg explained.

The committee settled on two complementary colors — teal and pewter — to simplify the brand appearance, with an allocation of five sets and a jacket for every clinical employee and five polos or button-ups and a sweater for every nonclinical employee.

SmartScrubs created an online uniform portal, branded with the WellMed name, logo and colors, for employees to browse their approved options and place their orders. Because WellMed is comprised of many divisions, each with their own logo, the site had to be clearly organized so employees could order the approved uniforms containing the correct logo for their division. As their acquisition expands beyond just the standard clinics — they have recently added multi-specialty wings and stand-alone clinics in cardiology, for example — WellMed is able to manage multiple brands using the same uniform website.

As the program launched, SmartScrubs shipped six Fit Kits to WellMed clinics to assist employees with trying on and





selecting their uniforms. The program was rolled out in waves, allowing Fit Kits to be passed on to each location prior to their ordering window.

Further easing the burden on clinic administrators, SmartScrubs sent personalized emails to each of the approximately 1,500 employees explaining the uniform program and providing login and order instructions.

Distribution of 5 sets to 1,500 employees across more than 100 locations had the potential to be another management nightmare for administrators. But SmartScrubs bundles each employee's order separately and clearly labels each bundle with the employee's name, then ships the orders to each individual facility.

To complete the puzzle, WellMed needed an easy way to charge employee orders back to each location. With SmartScrubs' custom billing and reporting options, WellMed administrators were able to design the invoices to meet their needs.

## Results

Employees across all locations are now wearing teal and pewter scrubs or office wear embroidered with one of seven WellMed logos. "I think it has made a tremendous difference in morale in our clinics," Feinberg says. "More and more people want to wear the logoed apparel."

"Probably the biggest compliment was all of a sudden all the physicians wanted to wear scrubs!" laughs Lisa. As a result, administrators added a new color scheme just for the providers.

As WellMed continues to acquire new locations, SmartScrubs is able to quickly add new staff to the program, communicate order instructions and get new uniforms shipped.

"To come in and be able to say, 'In 2 weeks you're going to have brand new uniforms' — it makes a difference as far as the positive experience of joining our company," Feinberg explains.

Perhaps most importantly, Feinberg and Schmidt recognize the overall goal of their uniform program has been achieved.

"It was really to give the professional image and the branding that, as people went out, it represented WellMed well," Schmidt explains.

"And to be able to walk into a clinic, and see the uniformity, the professionalism it gives off, both to patient and visitors — it makes a difference," Feinberg adds.

Administrators rave about their SmartScrubs account manager and team, who were able to guide them through the program setup and rollout process. The results were so successful, WellMed is already preparing for their next uniform refresh, which will include another five sets for every employee.

"It's been one of the most professional relationships that I've had the pleasure of dealing with in a while," Feinberg says. "It really was a very good experience."



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# Challenges

- Achieve brand consistency across 100+ locations in 2 states
- Standardize uniform colors, styles, quality and allocation amounts
- Ease the uniform program management burden on each location's administrator
- Improve current and new acquisition employee morale
- Find a vendor capable of guiding administrators through a multi-location uniform program

# Solutions

- Consult a SmartScrubs dedicated account manager for guidance
- Assemble cross-functional committee to help choose styles, colors and allocation amounts
- Order SmartScrubs Fit Kits to assist employees with style and size selection
- Provide easy online ordering for employees with a SmartScrubs custom online uniform portal

- Enable SmartScrubs to communicate program details and ordering instructions to each employee
- Use SmartScrubs' bundling and multi-location delivery options to simplify distribution
- Request SmartScrubs' custom billing and reporting options to meet accounting needs

# Results

- More than 1,500 employees in 100+ locations use their uniform allocation to order new uniforms
- Uniform distribution is organized and efficient, reducing burden on administrators
- WellMed staff across the country share professional, branded appearance
- Employee morale improves among current and newly acquired staff; providers ask to be added to uniform program
- WellMed unifies brand image across 9 markets

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