children's health

It's All About Who You Know: How to Increase Traffic and Sales with Strategic Partnerships

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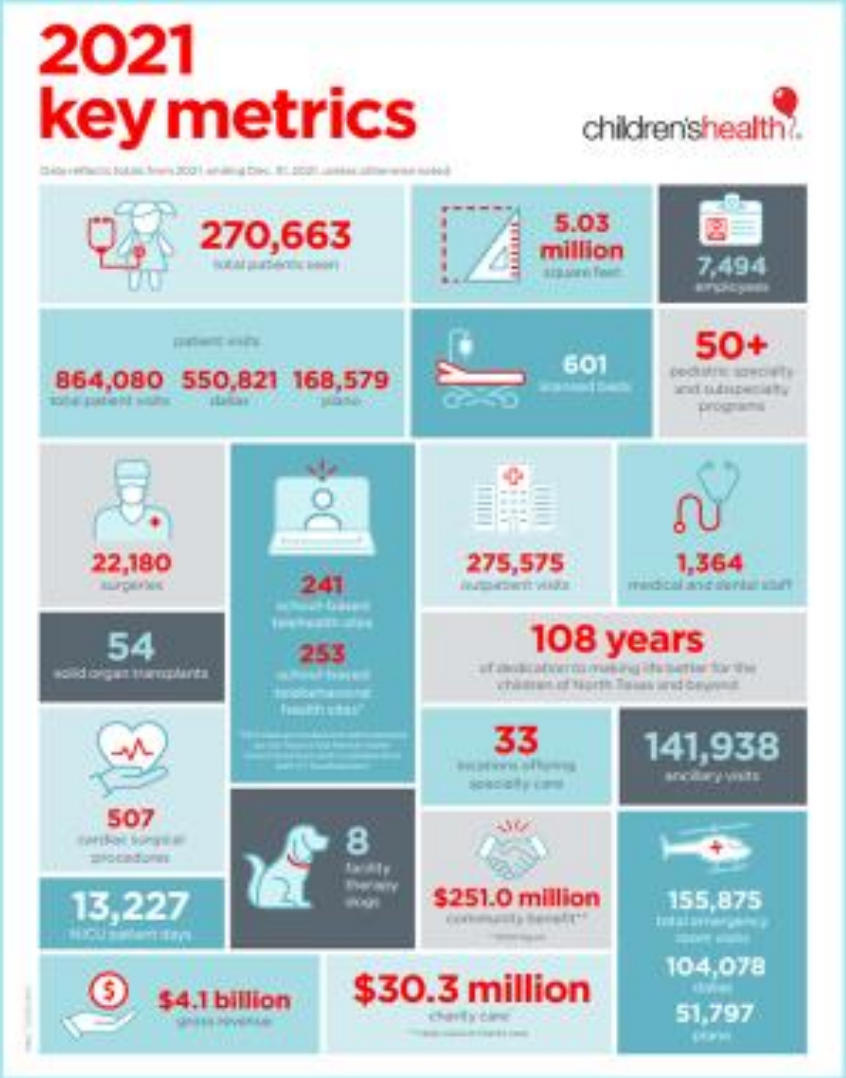
Children's Health
Dallas, Texas



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Objectives

- Identify a variety of partners and key stakeholders both within and outside of the hospital setting.
- Discuss various merchandise offerings and partnerships that can elevate both customer traffic and sales.
- Understand tools and ideas needed to implement strategic partnerships.

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Strategic Hospital Goals

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Children’s Strategic Goals

- **People** we are committed to selecting, developing, nurturing and retaining the right employees; promoting diversity; and ensuring we have a passionate and engaged team.
- **Quality** It is important that we focus on providing quality care through meaningful actions, best practices and transparency about our outcomes. We will demonstrate superior quality via the outcomes, service and safety we provide to our patients and their families.
- **Efficiency** Reaching and caring for more children requires every one of us to work as efficiently as possible, without sacrificing the quality of care. At Children's Health, our focus on efficiency will guide us to deliver the right care, in the right place, at the right time, with the right resources to provide the best experience and safe outcomes in a cost-effective way.
- **Growth** The benefits of growth include the ability to invest in new technologies and ways to care for children. As you've heard before, Children's Health will grow our portfolio of services to serve more children, in more areas and in more ways than ever before. We will grow geographically and we will grow our service lines and clinical research.

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Women’s Auxiliary Children’s Corner Gift Shop

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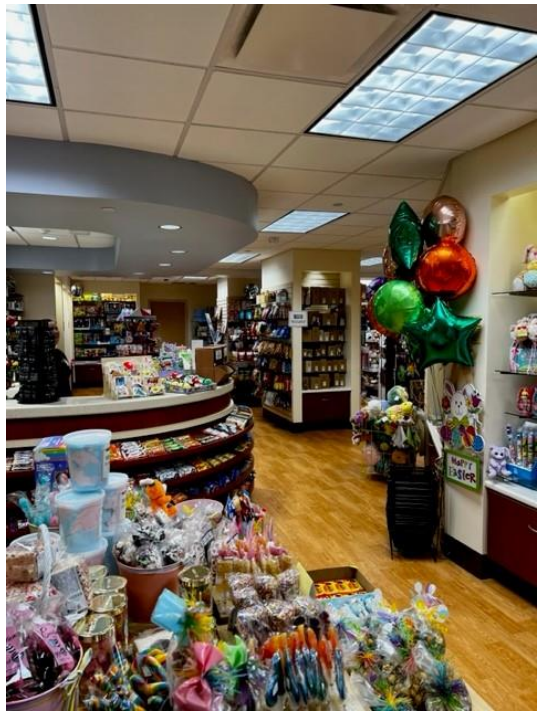

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Goals Post-COVID

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Goals

1. Provide updated, unique and quality merchandise offerings
2. Understand the needs and wants of the customer
3. Increase customer traffic and profitability
4. Provide outstanding customer service
5. Provide convenience for staff
6. Establish a brand identity by expanding Children’s Health logo items
7. Provide a visibly inviting and comfortable shopping environment
8. Expand our loyal customer following

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Strategic Partnerships

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Marketing & Communications

Help us tell our story.

- Logo merchandise
- Red Balloon Boutique
- Communication

Senior Leadership

Help us remove barriers.

- Dress code
- Employee engagement
- Convenience for staff
- Third-Party Sales

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Benchmark Group & Customers

Share what works well and how we can best serve you.

- Monthly benchmark meetings
- Customer satisfaction surveys

Third-Party Sales

Help us provide dynamic and diverse offerings.

- Variety of pop-up sales at different price points
- Energizing
- Convenient

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Marketing and Communications

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Children’s Health Logo Merchandise

- Dedicated logo section of gift shop
- Increased number of logo items to include:
  - Clothing items
  - Cups/mugs/tumblers
  - Umbrellas
  - Stickers
  - Shoulder bags/backpacks/lunch bags
  - Hats/beanies
  - Pens/keychains/badge retractors

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Third Party Sales and Pop-Up Events

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Nothing Bundt Cakes

- Host in Gift Shop
- Monthly sales x 500 Bundtlets
- Evening and Daytime Sales
- Leverage Marketing and Communications

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Crumbl

- Host in Gift Shop
- Quarterly sales x 300 cookies
- Leverage Marketing and Communications

Dillard’s

- Host in Butterfly Atrium
- Holiday Shopping Experience
- Fragrance, Make-up, Handbags
- High-end merchandise

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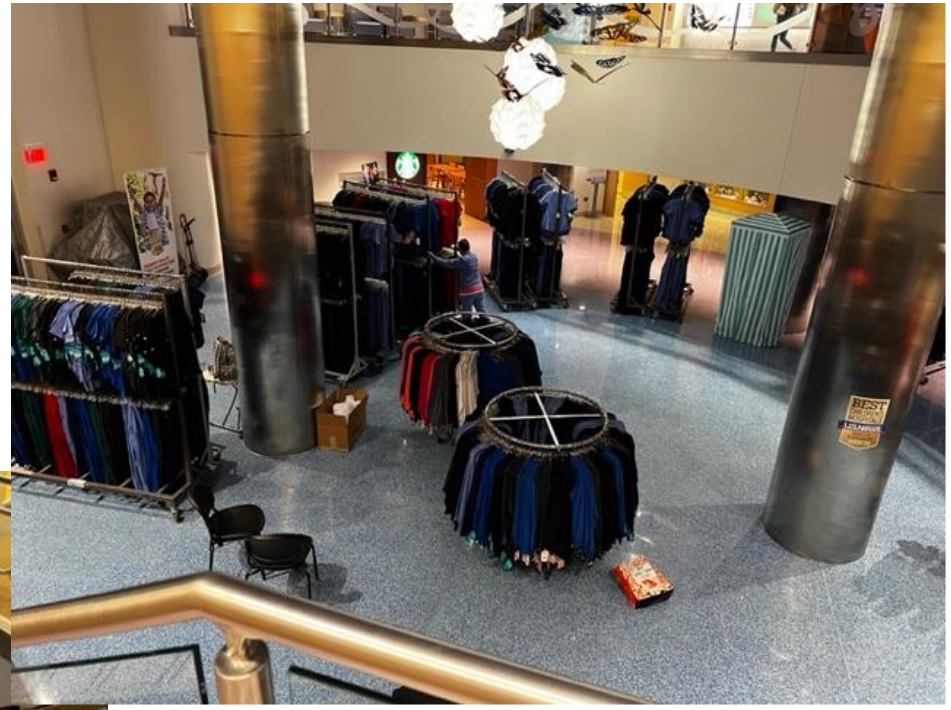
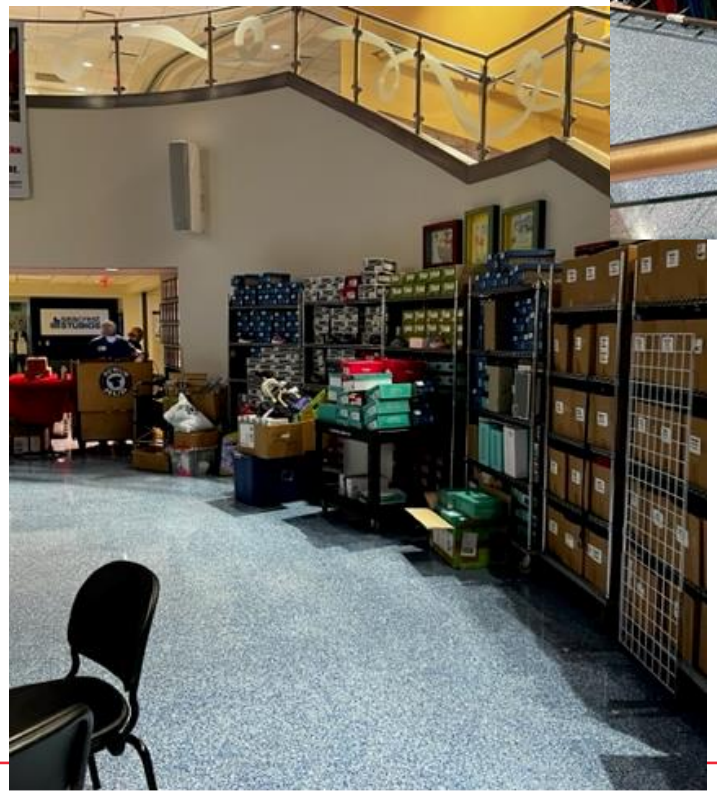
Scrub Hub

- Host in Butterfly Atrium
- Summer Sale
- Scrubs, Shoes, Accessories





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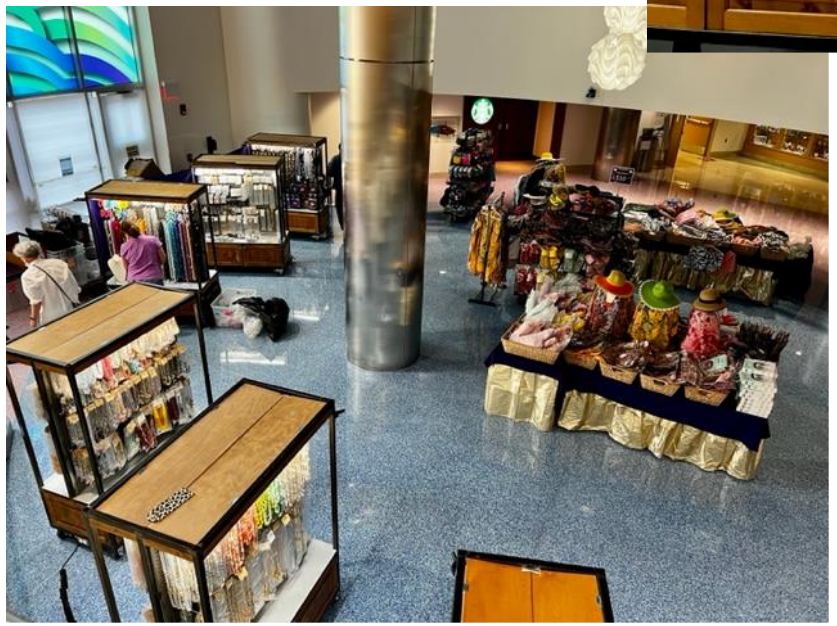
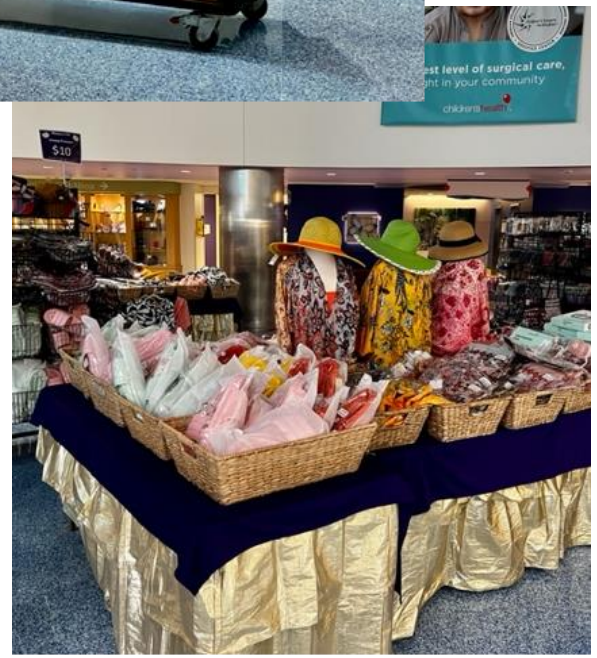
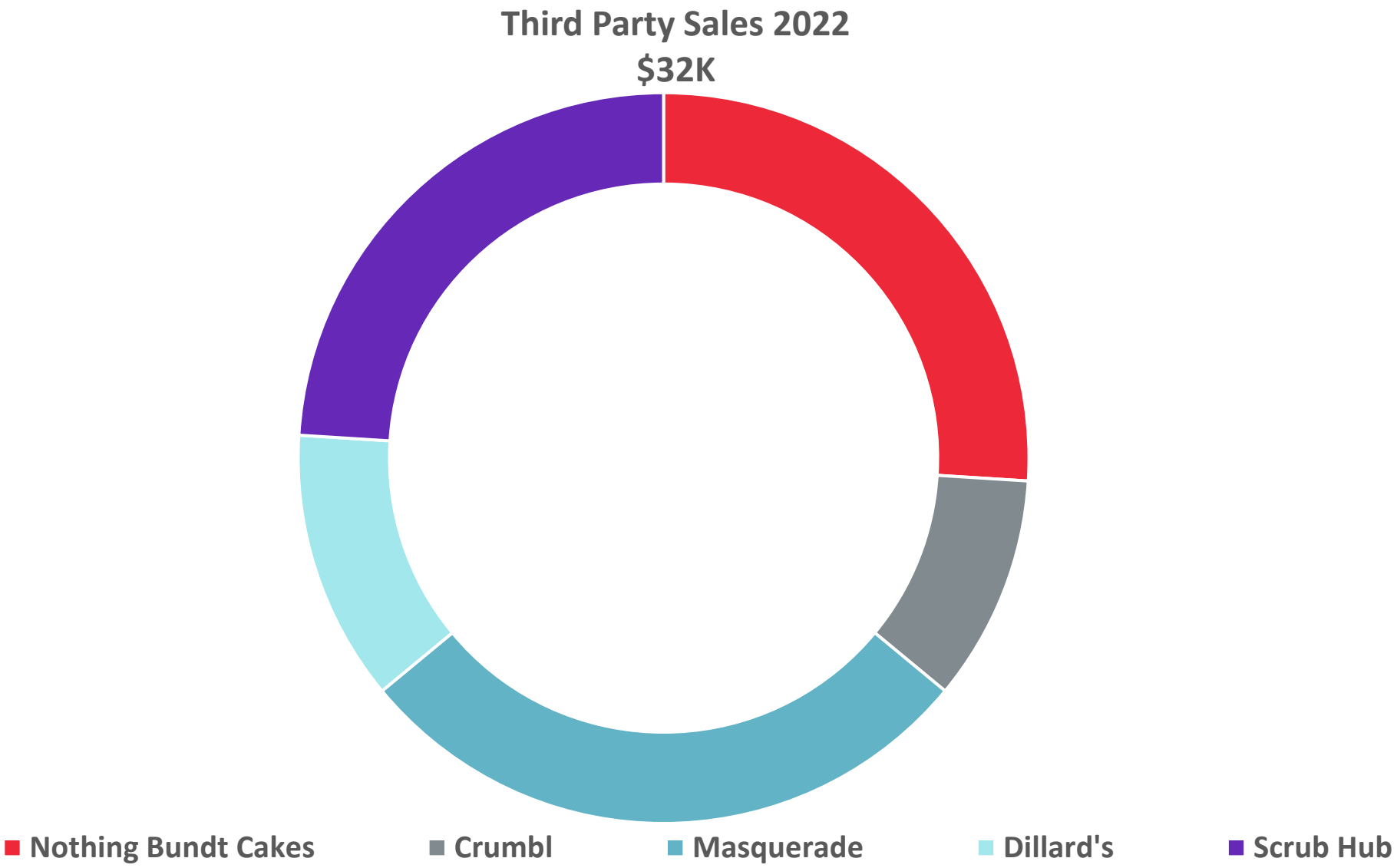
Masquerade

- Host in Butterfly Atrium
- Summer Sale & Fall Sale
- $5 Jewelry and Accessories





Results and Impact



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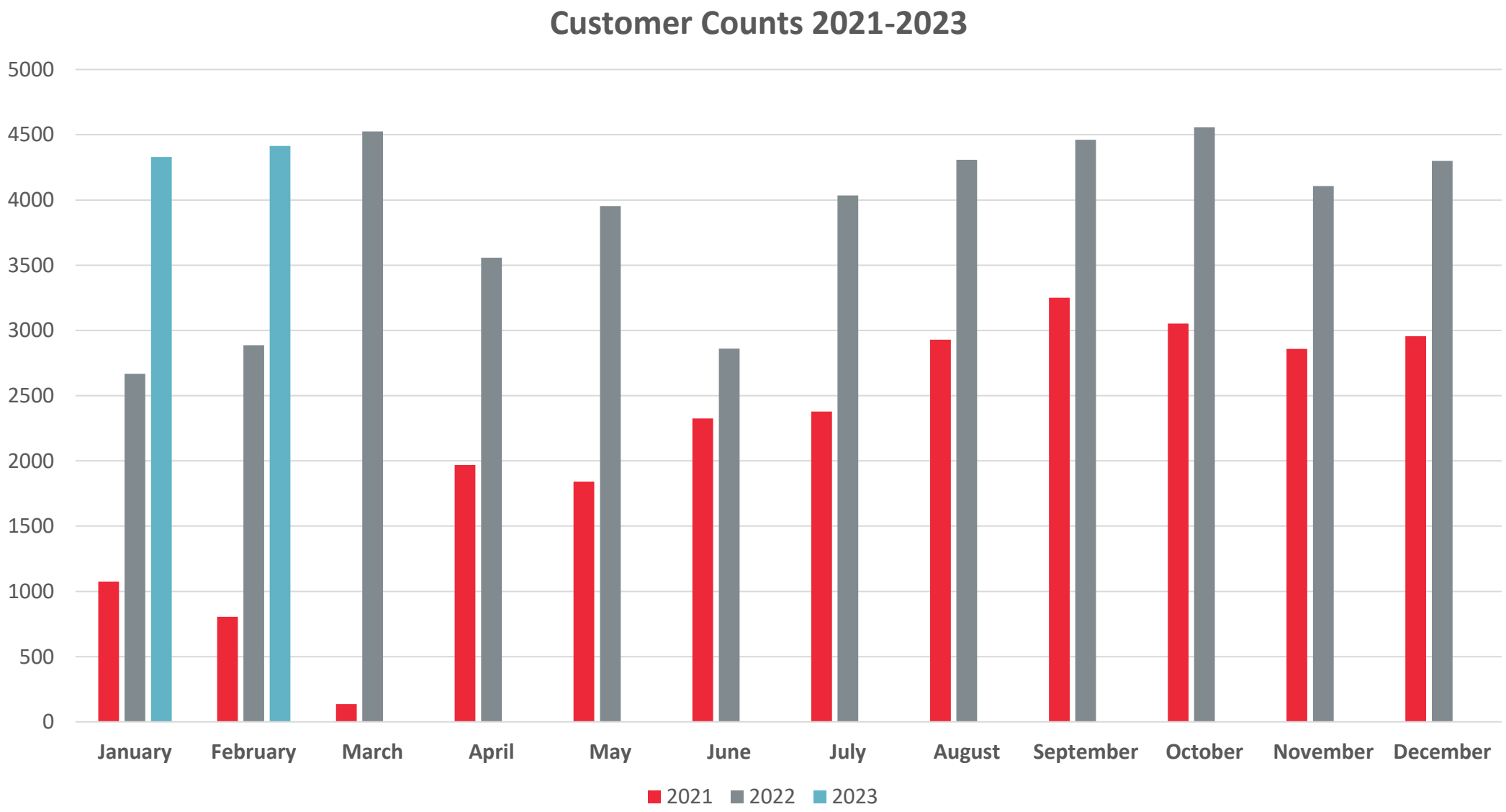

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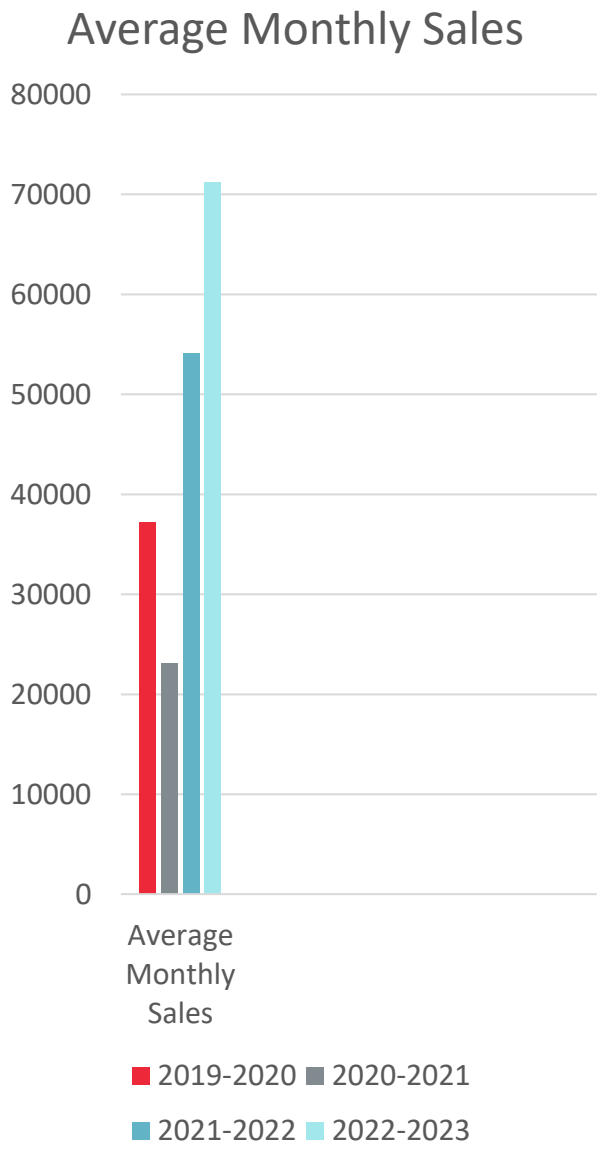

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Women's Auxiliary
to Children's Medical Center
Date June 2022
Pay to the order of Children's Health
$1,304,885
one million three hundred four thousand eight hundred eighty five Dollars
Lisa Rocchio
Allison Dayle
MEMO 2021-2022 Gift
Women's Auxiliary to Children's Medical Center

Future Projects

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Refillable Cup

- Partnership with Food Services and Starbucks
- Green Initiative

New Team Member Orientation

- Partnership with Human Resources & Learning Institute

POS & Intranet Site

- Implementation of POS
- Online Presence for Team Members

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Questions?

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Society for Healthcare Volunteer Leaders

Breakout Session Evaluation