



## CASE STUDY

# REGIONS HOSPITAL HEALTHPARTNERS

Regions Hospital, a HealthPartners organization, is a private, non-profit teaching hospital providing health care services in neuroscience, heart surgery, cardiology, oncology, emergency care, and more.



I am extremely impressed with the management practices at Impark. Since signing the contract with Impark, our employee and visitor parking systems have been managed accurately, which is resulting in a better parking experience for our employees, patients, and visitors. This is a team that truly knows how to manage a parking program and maintain customer service.

Rick Huston, Senior Director, Plant Operations/Facility Planning & Construction



AMERICA'S  
50 BEST  
HOSPITALS



HEALTHCARE



ST. PAUL, MN



METER



SHUTTLE



VALET

### CHALLENGE

- Previous parking vendor had assigned 400 employees to 150 off-site, leased spaces, leading to early lease termination.
- Only one hospital entrance featured valet service, parking an average of 20-25 vehicles a day.
- Patients and visitors frequently requested closer parking due to accessibility concerns.
- Meters on-site were outdated and only accepted coins.
- A lack of revenue integrity led to the hospital receiving less-than-optimal financial performance.

## APPROACH

- Reassigned 400 employees to a new, off-site lot and began a shuttle program within one week.
- Introduced green initiatives for employees including free transit passes, a cycle-to-work incentive, and free parking for carpoolers.
- Added valet stations to the ER and children's center entrances to improve patient experience and meet growing demand.
- Implemented a count system and regular patrols to audit capacity, and stationed personnel to direct parkers to available stalls during peak times.
- Created a special parking request form to improve accessibility for parkers with medical needs.
- Replaced coin-only equipment with modern meters that accept cash and credit card payments.
- Implemented Impark's robust auditing and loss prevention procedures to maximize income stream and revenue integrity.
- Stationed a dedicated facility manager on-site to maximize efficiency of day-to-day operations.

## RESULTS

- Increased employee lot capacity by an additional 80 stalls through implementation of green initiatives.
- Increased daily valet parking average from 20-25 cars to 200-250 cars by adding valet stations and improving service efficiency.
- Increased meter revenue by nearly 100% by installing meter with multiple payment options.
- Optimized site accessibility by implementing special parking request initiative. Expedited entry/exit experience by actively managing capacity during peak times.
- Restored revenue integrity by identifying theft and implementing robust auditing procedures.

