

case studies



Project Replicate

An innovative culinary and retail training program which has consistently yielded increased sales.

It's sometimes difficult to take a successful program in one hospital and duplicate it in another. However, through Project Replicate, TouchPoint is utilizing our award-winning training skills to share best practice with all Ascension Hospitals.

Ascension operates two acute care hospitals in downtown Nashville: Saint Thomas Midtown and Saint Thomas West. Although the facilities are close in proximity, each ministry has its own unique style and set of needs. If two hospitals that are only three miles apart have different needs, then how are best practices made viable across all Ascension accounts? This was the challenge that the TouchPoint Culinary & Retail team tackled with great success through a program called **Project Replicate**.

In mid-2014, a group of approximately 20 Chefs, Retail Managers, and Food Service Directors gathered in Nashville to take place in this week-long, ground-breaking training.

Learning Is Earning

These learners participated in an intense week of interactive and classroom-style sessions, all designed with best practice sharing in mind. Project Replicate wasn't designed to be a one-size-fits-all solution. The purpose of the program was to strengthen core skills and break



“The results from Project Replicate have been dramatic. Our same period retail sales growth topped 30% in some cases.” - Calvin Neal, Vice President Retail & Culinary

down successful best practices into tangible concepts that could be replicated nationwide.

Key sessions included sales margin contribution, culinary techniques, visual merchandising, and retail concept creation. Learners were split into two teams to practically apply their knowledge during an actual retail lunch service. Retail sales by station were measured to see how their efforts resulted in increased sales and retail efficiencies.

At the end of the week, each manager was responsible for submitting an action plan for their own ministry based upon the skills learned at Project Replicate. This action plan is a living document which is monitored for progress by the Retail and Culinary teams.

Replication Results

TouchPoint measured success of Project Replicate by evaluating retail sales growth in the same periods for FY2014 & FY2015.

Of the numerous accounts represented, there were three ministries where both the culinary and retail leadership attended. **The ministries with full participation have shown a total of \$133K in growth in the first two periods of FY15. These sales increases help lower departmental net operating costs.**

Given the overwhelming success of Project Replicate, TouchPoint plans to continue to expand this training to all Ascension ministries. Project Replicate’s financial results ultimately support Ascension in their mission to provide healthcare that leaves no one behind.

St. Alexius Medical Center Hoffman Estates, IL

	P1	P2	YTD
FY14	\$85,163.00	\$79,341.00	\$164,504.00
FY15	\$100,154.00	\$94,010.00	\$194,164.00
Increase %			18.03%

University Medical Center Brackenridge Austin, TX

	P1	P2	YTD
FY14	\$93,434.00	\$79,506.00	\$172,940.00
FY15	\$120,857.00	\$108,165.00	\$229,022.00
Increase %			32.43%

Saint Thomas Rutherford Murfreesboro, TN

	P1	P2	YTD
FY14	\$82,979.00	\$75,429.00	\$158,408.00
FY15	\$108,957.00	\$97,042.00	\$205,999.00
Increase %			30.04%