Case Study

Featuring: Grand Strand Regional Medical Center

Introduction

The gift shop at Grand Strand Regional Medical Center occupies a small retail space in the hospital's main lobby. In collaboration with an Auxiliary program (classified as a 501-C-3 charity), the gift shop is both managed and staffed by Auxiliary volunteers. Accordingly, all proceeds from the shop are dedicated to the Auxiliary scholarship program.

Currently, Grand Strand Regional Medical Center is supporting 27 students with their medical-related career goals. During 2011, a total of $93,000 was granted to various colleges and schools and a majority of that amount was funded by gift shop revenue. Most grant recipients are employees or relatives of employees at Grand Strand.

The Challenge

The implementation of DFM's Point of Sale Suite went very smoothly and the volunteers learned the new system with ease. During the transition, and not unexpected during this type of process change, there were challenges while the organization was familiarizing

with the new technology. In the beginning phases of using the POS system, the staff greatly valued DFM's support services team for their dedicated help in trouble-shooting any technical difficulties that would arise.

The Challenge

Since implementing the POS system, gift shop proceeds have more than doubled, enabling Grand Strand to assist even more students. The team appreciates the payroll deduction feature and this offers an efficient way to generate significant additional revenue. Considering the fact that the Auxiliary has minimal fund-raising initiatives – including two small annual jewelry sales – the gift shop is their main source of income.

With Dietary Food Management's POS Suite, Grand Strand continues to grow its support of the Auxiliary program's objective to advance their employees medical career paths. The project has been a great success!