



WEISS MEMORIAL  
HOSPITAL



**Client**

Weiss Memorial Hospital  
*Chicago, Illinois*

**Overview**

Weiss Memorial is a 339-bed hospital serving Chicago's North Side. While this historic facility has earned a successful reputation for providing quality health care, back in 2005 its parking operation faced a common business dilemma: payroll expenditures exceeded revenue. Lacking confidence in its parking management provider, Weiss Memorial made the decision to entrust Towne Park to enhance parking related revenue, as well as the patient arrival and departure experience.

**Solution**

Hired to provide Valet Parking, Self-Parking, Monthly Parking Management and Wheelchair Escort Service, Towne Park initiated a detailed, customized analysis and action plan to maximize the hospital's profits, streamline its parking operation and increase patient and visitor satisfaction. This included implementation of Towne Park's proprietary revenue control processes, which relies on the management of specific key performance indicators such as Revenue per Available Parking Space (REVPAS) and Claims Costs/1,000 Valet Vehicles Parked.

**Results**

"The Weiss Memorial Parking Facility has transformed from a hospital parking garage to a multi-use parking asset with a customer focus," says Greg Tyler, Towne Park Regional Vice President overseeing the property. "Towne Park has driven a paradigm shift commonly witnessed with our new clients. The transformation has been remarkable."

Weiss' transformation was evident in its impressive numbers. After only 10 months, Towne Park increased the Revenue per Available Space (REVPAS) 35%. The annualized revenue of the property increased 31% and monthly payroll expenses dropped over 7%.

Towne Park has more than doubled the property's non-hospital related revenue through rate analysis and yield management, marketing to local residents and area businesses, and forming partnerships with local real estate management companies.

In addition, Towne Park has enhanced the arrival and departure experience of every patient and visitor to Weiss Memorial with improved hospitality leadership, rigid customer service standards, and staffing analysis and adjustments. With over 20 years of experience serving hotels and resorts, Towne Park has successfully reinvented the parking operation at a large urban hospital.

**"Our parking facility has evolved into a place that we're proud to say is a gateway to our patient experience. Focusing on the customer above all else, Towne Park has made our patients, visitors and employees feel welcome--and safe--as they enter Weiss Memorial Hospital."**

**— JIM RENNEKER, CHIEF OPERATING OFFICER AT WEISS MEMORIAL HOSPITAL**