



CASE STUDY

ETOBICOKE GENERAL HOSPITAL

WILLIAM OSLER HEALTH SYSTEM



“ Parking is the first and last touch on the patients who attend our facility and as such, Impark’s approach has a significant impact on our patients’ experience. In the face of a challenging site redevelopment, Impark HEALTH has brought innovative solutions to maintain a high level of customer service and enhance the experience of our patients. ”

Amrinder Dhinsa
Corporate Manager for Security and Parking

CHALLENGE

- Visitor parking facility was gated, causing bottlenecks at entry/exit points.
- Overstaffing and static scheduling created inefficiencies and drove up labour costs.
- Signage in and around the parking facility was worn, outdated, and unappealing.
- On-site parking was a significant distance from the hospital, posing an accessibility issue that intensified during inclement weather.
- On-campus renovations led the staff parking facility's capacity to be cut in half.

APPROACH

- Replaced gates with seven DPI II meters to improve traffic flow and reduce bottlenecks.
- Reduced staffing and reconfigured scheduling to increase efficiencies and reduce labour costs.
- Replaced old signage with new Impark HEALTH-branded alternatives.
- Introduced an Impark HEALTH-branded, weatherproofed golf cart to transport visitors and patients around the site.
- Introduced a complimentary valet service for physicians to offset the reduction in staff parking.

RESULTS

- Expedited entry/egress times and reduced congestion on-site.
- Reduced operational outlay by 14%.
- Improved accessibility and patient/visitor satisfaction.
- Generated top-line revenue of over \$2.5 million.
- Preserved the punctuality of clinical care.