

FRONT-LINE WORKERS PARKING BENEFITS

CASE STUDY

NEW HANOVER REGIONAL MEDICAL CENTER ADDS GARAGE & PARKING GUIDANCE SYSTEM EXCLUSIVELY FOR ITS STAFF

The New Hanover Regional Medical Center (NHRMC) did not become the largest provider of healthcare services in southeast North Carolina by accident. Over the years it has won many awards and become the provider of patient-focused healthcare services. Serving a seven-county area, NHRMC is a public, not-for-profit hospital, and leading teaching hospital that accepts patients regardless of ability to pay. NHRMC's Emergency Department also is the area's only Level II Trauma Center and is open 24 hours a day, seven days a week. NHRMC's staff of over 7000 come and go 24 hours a day, seven days a week. So consistently finding an open parking space was often difficult.

New Parking Structure Built for NHRMC Staff

NHRMC's success relies the ability to attract the best staff, doctors and students. And, as mundane as it may seem, plenty of stress-free parking is important to them. "We reserve parking nearest the hospital entrance for patients and visitors," stated Kenneth Williamson. "But we are extremely mindful of our staff and students as it relates to parking expediency, safety and convenience."



With this in mind, a new parking garage, exclusively for employees, was built to make the parking experience as stress free as possible. "It houses 725 spaces strictly dedicated to our staff and students," added Williamson. "However, we didn't stop there, we added a parking guidance system and a skywalk to make the parking experience, faster and safer for our employees."

Williamson has since discovered complaints of congested parking areas and lack of open parking have been drastically reduced. "Our employees are thrilled with the fact they have a dedicated garage equipped with a system that quickly guides them to a parking space."



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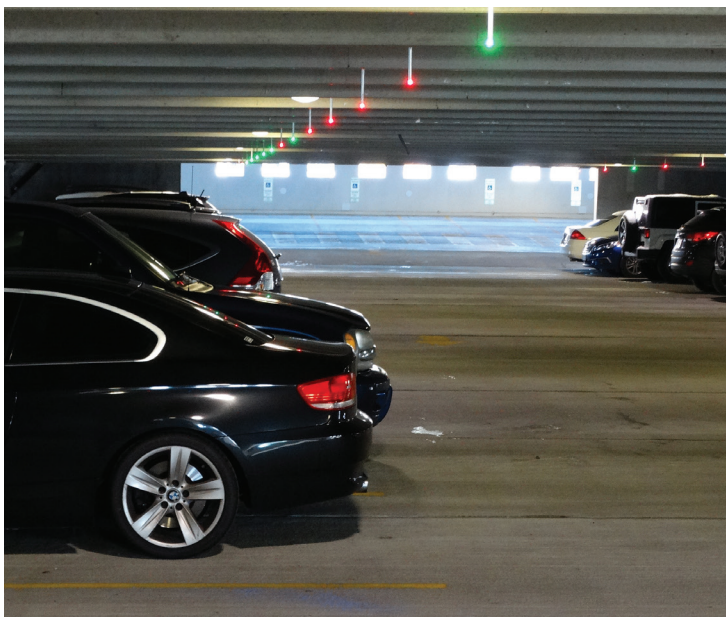
New Garage Features Integrated Signage and Parking Sensors

In this garage, the LED and matrix signs show space availability in each aisle. NHRMC's internal signs were custom designed with backlit panels and feature the hospital's logo. The flexibility of INDECT's matrix signs allow the hospital to quickly change and display information. Typically they include welcome messages, announcements, parking counts and guidance for employees with disabilities.

The single space sensors provide a clear view of available spaces. Different colors indicate status: green for available, red for occupied and blue for ADA parking. Once a car pulls into a space, the sensor changes color and sends a signal to the PGS system.

Within a couple of seconds, the signage count also changes. The INDECT system is web and software based with 99%+ real-time accuracy.

"When people come here, it's not just the sick or worried visitors under stress, in many cases so is our staff," said Williamson. "Many travel extended distances to work here, while others may be called in for an emergency. According to Williamson, the last thing they need to be worried about parking. "Quite honestly, that's the main reason we invested in a parking guidance system."



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