



SPAULDING™
REHABILITATION NETWORK



strän
promotional solutions

CASE STUDY

THE SITUATION:



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The Spaulding Rehabilitation Network is a recognized leader in rehabilitative medicine in Eastern Massachusetts, in the United States, and across the globe. They offer world-class inpatient and outpatient care through their network of 5 inpatient facilities and 25 outpatient centers. More than 7,400 inpatients are served each year and more than 25,000 new outpatients are served each year, with over 300,000 visits annually.



THE CHALLENGE:



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Each winter multiple locations across the Spaulding network offer their employees the opportunity to buy branded outerwear pieces for their own personal use. This process had typically been challenging in terms of collecting orders and payments as well as distributing the goods once they were produced. Spaulding has had to purchase the goods on behalf of their employees and then collect payment for the goods, creating an accounting nightmare.

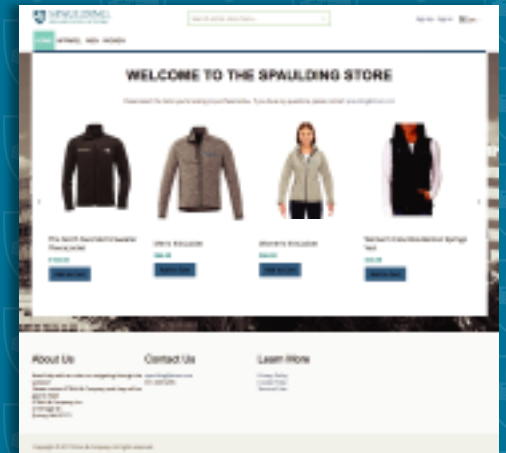


THE SOLUTION:



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Stran proposed an online pop-up store. We worked with team members at various Spaulding locations to identify a selection of outerwear to offer at a variety of price points and which included both brand names and non-brand names. Stran launched the online store with these products in just a couple of weeks and collected orders over a 3 week period. Stran also produced a flyer for the team at Spaulding to distribute to help promote the pop-up store and explain how to use it. Employees were able to purchase using their own credit cards like any traditional e-commerce site. At the end of the shopping period Stran collected the orders and went into production. We were able to deliver all pieces to the individual Spaulding locations labelled with the purchases information within 2 weeks.



THE RESULTS:



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The Spaulding pop-up store was a huge success with more than 100 pieces ordered and delivered before the holidays. Additional groups at Spaulding were interested in participating after the shopping period began so Stran agreed to run a second shopping window for additional people to order for delivery in the New Year. Spaulding was able to provide a simple and positive experience to their employees for purchasing branded apparel while simplifying their own accounting and workflow.

