

# SCRUBS & LAB COATS

A formalized scrubs and lab coat program can help you tackle key employer and marketplace objectives:

- In today's highly competitive employer market, reducing employee turnover is a top priority. Facility-funded scrubs express appreciation and support-boosting satisfaction and retention.
- Protect and project your hospital brand with consistent scrubs solution to ensure that your brand stands out from the crowd and delivers consistent message.

Taylor Healthcare is uniquely positioned to help ensure that your program meets its objectives. Taylor Healthcare, as part of Taylor Corporation, is a top 5 promotional marketing and apparel distributor. Additionally, as a leading Healthcare communications provider, our industry experience is unmatched in the space.

By blending an organization and thinking across our solution (healthcare apparel) and industry (healthcare), we understand the challenges and opportunities facing our healthcare clients in a constantly evolving environment.



# Why a Managed Program?



## Boost Employee Satisfaction & Retention

Nursing shortage: according to the Bureau of Labor, 1.2 million vacancies for registered nurses will emerge between 2014–2022. Finding, recruiting, and incenting nurses to join your organization is a critical step to ensuring patient satisfaction. With the vast majority of the \$1.5 billion spent annually on scrubs and lab coats being made by users and not facilities, a facility funded program has the potential to cost-effectively show appreciation to drive satisfaction and retention.



## Build Brand Awareness & Consistency

Increasing competition means a growing importance on focusing on your hospital brand and to differentiate from your competition. As more hospitals require color-coded dress codes to help drive brand efforts, a managed scrubs program can help ensure brand consistency.



## Focus on Strategic Initiatives

You are busy, and adding the management of a complicated scrubs program only grows your to-do list. Identifying a partner to design, develop and deploy a Scrubs and Lab Coat program enables you to focus your time and energy elsewhere.

# Why Taylor Healthcare for Scrubs & Lab Coats



**Best-in-Class Merchandising:**

Delivering unique medical apparel products and solutions that fit your brand and your program objectives.



**Industry Leading Technology:**

Flexible industry-leading technology solutions that delivers a B2C shopping-experience with B2B back-end reporting and rules requirements.



**Taylor Manufactured Products:**

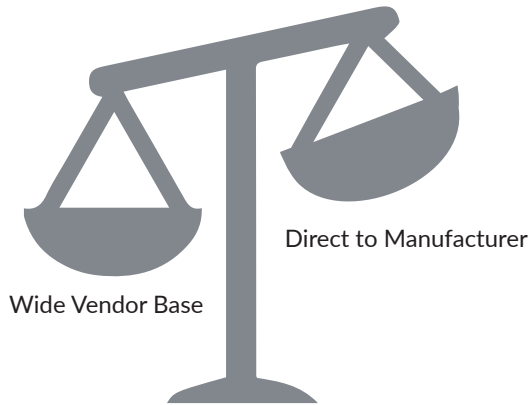
Unique positioning as a leading supplier and decorator of products drives cost savings, transparency, and supply chain efficiencies.



**World Class Customer Service:**

Dedicated teams focused on healthcare apparel who understand the industry and our clients' program needs and objectives.

## Program Flexibility To Balance Cost & User Needs



**Wide Vendor Base**

Access to manufacturers, styles and brands to ensure comfort, fit and pocket choice.

**Direct to Manufacturer**

Streamlines choice and ensures cost control.



# Why Taylor Healthcare for Scrubs & Lab Coats

## All Under One Roof

Taylor Healthcare is more than a scrub and lab coat provider. We are an integrated communications provider with an unmatched portfolio of solutions to help marketers, event managers, communication managers and more to conduct their critical communications. As part of Taylor Corporation, we provide our clients with solutions from across our 80 operating companies from a single source of representation.

This breadth of solutions enables us to take a holistic approach to executing our clients' promotional product, apparel, marketing and communication needs. This approach helps drive brand compliance, program effectiveness and execute peace of mind.

