

# CASE STUDY

## Strathroy Middlesex General Hospital

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## Understanding Rural Community Hospitals

Strathroy Middlesex General Hospital (SMGH) serves the Municipality of Strathroy-Caradoc and a large mostly rural surrounding community. Strathroy offers a small-town lifestyle and is home to many London and Sarnia commuters. SMGH is a full-service family-centered hospital providing a comprehensive range of diagnostic and ambulatory services, as well as both primary and secondary care. “SMGH was the first organization throughout Strathroy to implement a paid parking system,” says Susan McLean, the foundation’s Chief Executive Officer. “And we faced immense resistance from the public. It was tough in the beginning,

but we really felt supported by Precise ParkLink,” she says. “It understands parking in rural communities, and here at SMGH, we strive to partner with businesses that value our goals.”

## Above-and-Beyond Service

“Precise ParkLink is very professional,” says McLean. “I always feel supported by our Operations Manager and by the leadership of the company. Even though we are a small fish in the sea, we matter to Precise ParkLink. They’re very accurate with their cost projections; their quality of cash handling is spectacular, and their training is also very well done. ‘Patient training’ is how Precise ParkLink has gone

about training our on-site parking staff. They’ve taught them not only customer service skills, but also how to conduct parking equipment maintenance, which has saved us money on service calls.” “I’m most impressed with Precise ParkLink’s efforts to help its hospital clients meet Ontario’s 2016 healthcare mandate,” says McLean. “It was a tight deadline, but Precise ParkLink was able to develop a solution – H PASS™ – quicker than most, if not all others in the industry. Overall, the H PASS™ training was great and when we required additional help or a refresh, someone was available to assist us. To date, H PASS™ works very well at our facility.”



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### Top-Notch, User Friendly Parking

SMGH has experience with both Pay-and-Display parking meters as well as SKIDATA Pay-on-Foot parking systems. "Both parking systems have always worked well. It is topnotch and easy to use. If we have a technical issue, Precise ParkLink responds quickly." SMGH also implemented Precise ParkLink's permit administration system. "I PASS™ has been tremendous for SMGH," says McLean. "And very well received." Recently, Durham College upgraded its parking meters with Precise ParkLink's Power Series. "The new meters are very good," says Carnwith. "Our students and visitors find them fairly easy to use, and malfunctions are very infrequent." Durham College has chosen to upgrade

its SkiData Pay-on-Foot system by adding debit as an accepted form of payment.

"We recently entered a maintenance agreement with Precise ParkLink and the results have been great."

### Final Words

"It's important to remember that our core business is fundraising, not parking. Precise ParkLink is our partner. No matter what the issue, Precise ParkLink is always there for SMGH. They are receptive to both me and my team."

— Susan McLean  
Chief Executive Officer





# Summary of Parking Services

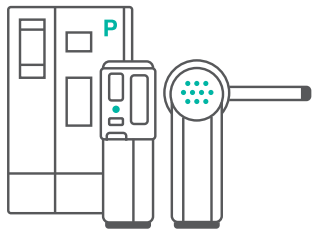
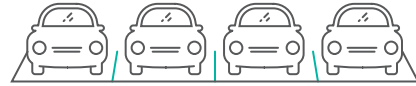
Volume Served

35,000

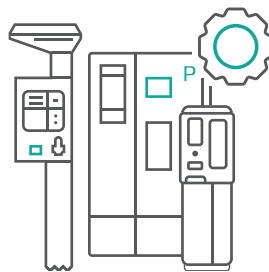


Lot Type

Surface



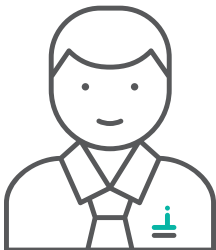
Pay-on-Foot Skidata



Equipment & Maint. Services



Construction & Maint. Services



Onsite Parking Staff



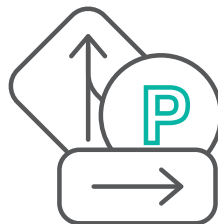
H PASS™



I PASS™

# IPARC™

I PARC™



SignLink™



Financial Services