



**HOUSTON HEALTHCARE**

**CLIENT:** Houston Healthcare  
**BED SIZE:** 276  
**REGION:** Southeast  
**TYPE:** Contract

**DEPARTMENT:**  
 Vending

**CLIENT PROFILE:**

- Outdated vending equipment
- Contract renegotiation opportunity
- Vending Services undervalued by hospital management

**KEY OUTCOMES:**

- Install energy-efficient vending technology
- Improve upfront commissions
- Increase revenue streams
- Boost Visitor Satisfaction

For more information about other Soriant Healthcare customer successes, please visit:  
[www.sorianthealthcare.com](http://www.sorianthealthcare.com)

**\$1.2 MILLION VENDING INCOME ACHIEVED**

*“Soriant Healthcare’s expertise allowed Houston the opportunity to tap into a large revenue source in vending that I honestly did not know or believe was possible. Their specialized knowledge, specific processes, and partnership throughout the entire process resulted in a \$1.2 million contract over seven years. This far exceeded my expectations. I certainly am glad I agree to the initial 15 minute phone call to discuss vending. Every healthcare executive in the country should have Soriant assess their current vending and beverage program to ensure that they are not leaving precious money on the table”*

*Stephen Machen, Administrator  
 Houston Medical Center, Warner Robbins, GA*

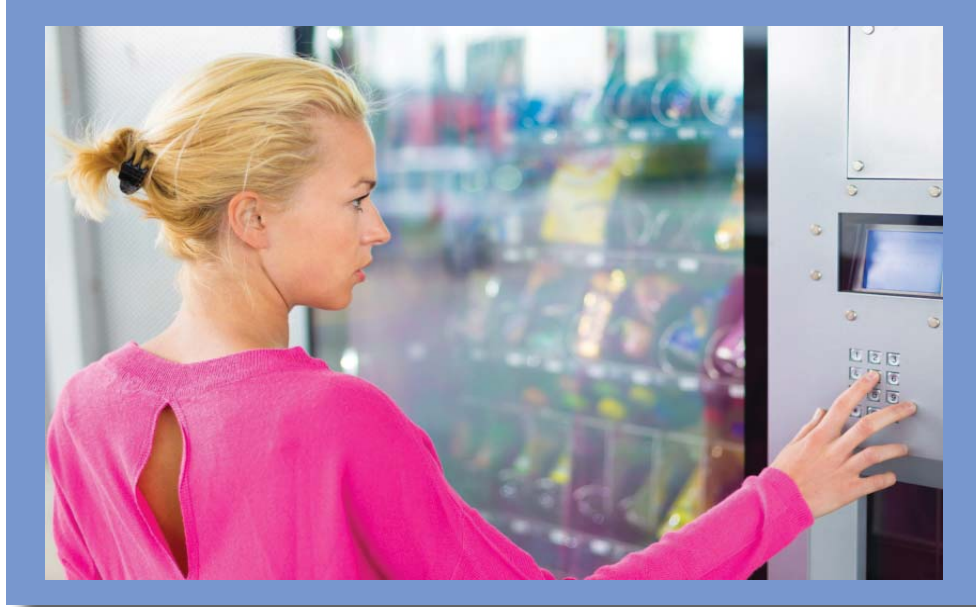
**CHALLENGE**

Houston Healthcare had traditionally netted consistent, but small dollars from their vending program. Stephen Machen, Administrator, agreed to meet with the Soriant team after becoming aware that vending could present a lucrative opportunity.



## SORIAN SOLUTION

Soriant gathered the needed data from Houston Healthcare as they prepared to design a strategy for the hospital vending operations. A full assessment was completed, and a blueprint was developed and implemented. The Soriant team managed the hospital's vendor negotiations and executed bottler contracts, producing significant gains.



## RESULTS

Soriant negotiated an exclusive vending and bottler contract for the hospital that introduced \$126,000 of incremental income annually. The contract term was for seven years, providing the client with an additional \$885,000 in revenue. In addition to the impressive financial impact, the hospital received new equipment with far superior technology and marketing capabilities. The machines were deployed strategically throughout the hospital so point of care was properly taken into consideration. The guest experience was improved with direct impact on patient satisfaction.

**\$1.2M VENDING INCOME ACHIEVED  
OVER LIFE OF CONTRACT**

For more information about achieving similar success, please contact us at 770.777.6633 or [info@sorianthealthcare.com](mailto:info@sorianthealthcare.com).

