



# How to Sell a **SCRUBS PROGRAM**

*TIPS, TRICKS, AND BEST PRACTICES*



# Why should I target scrubs programs?

## Healthcare is the fastest growing category in promotional products

Most distributors already have the customer relationship, but don't have the scrubs business. With more organizations moving to scrubs programs and subsidizing the costs for their employees, here's why you should go after it.

- Programs are complex to manage and now the tools exist to manage them profitably!
- Scrubs programs are evergreen and less susceptible to budget cuts
- Employees have to shop with you if you control the logo and the company reimbursement to their employees
- "Land and Expand" - Scrubs programs always expand to new departments and new categories such as outerwear, office apparel, culinary, and workwear
- Simplify the process with company store programs that have products and images pre-loaded
- Eliminate backorders and inbound freight costs with on demand solutions
- Eliminate customer service calls to suppliers

**THE AVERAGE  
EMPLOYEE SPENDS  
>\$225/YEAR ON  
SCRUBS (3 SETS @  
~\$75 PER SET)**



# Why are scrubs programs so difficult?



## Program Complexity

- Employees demand choice of brands and styles, resulting in more complexity for delivery and embroidery
- Employers want specific colors and logos to match regardless of brand or style
- Employers want to subsidize the costs at different amounts for different job titles
- New hires, terminations and transfers have to be managed



## Backorders, Freight & Embroidery Challenges

- Company store programs collect the orders, but they allow for backorders as available stock changes
- On-demand stores eliminate backorders, but they cost to ship and embroider small quantities reduces profitability
- Batching orders to hit free freight minimums delay delivery to employees and is particularly frustrating for new employees



## Customer Service

- New hires, terminations and job changes have to be managed as they occur to make sure people get the right uniform
- Admins determine the programs but employees need customer service to handle questions and exchanges



# Selling scrubs programs doesn't have to be so hard

## Opportunity in both existing and new customers!

- Customers need a **SOLUTION**, not just products
- Process and automation are the key to profitability

**NEW TOOLS  
EXIST TO  
MANAGE SCRUBS  
PROGRAMS  
PROFITABLY!**

## The Key Elements When Selling A Scrubs Program:

- 1** *Solve customer pain points caused by bad process - use an online, on-demand solution so they don't have to deal with products, service, distribution, or accounting*
- 2** *Consumers (employees) demand choice - focus your customer on color and logo instead of brand and style*
- 3** *Display live inventory to dramatically reduce backorders*
- 4** *Plan for customer service to employees*
- 5** *Solve for existing employees, new hires, terminations and transfers*

# Scrubs Programs Best Practices

## For You and Your Customer

### Product Selection



When selecting which products to include in a program, consider what the group needs. Do they require scrubs that are antimicrobial? Moisture-wicking? Anti-shed? Budget-friendly? Offering a good, better, best selection allows employees to find scrubs at a price point they are comfortable with. Expand from scrubs to outerwear and lab coats even if the subsidy will not cover them. Employees want to buy other products and show pride for their employer.

### Focus on the Colors, Not the Brands



Employees want choice in their scrubs, so why limit them to one or two products? A team wearing the same color and logo still looks like a team, even if they're wearing different brands and styles. Embroidery and personalization can be configured by department or location. Required embroidery will drive demand to your solution.

### Embroidery & Delivery



A company store with live inventory is critical to a smooth and profitable program. Embroider on demand with Scrub Authority or aggregate orders weekly and handle your own decoration to avoid excessive freight charges. Be efficient as delivery times to the employee's home or workplace should target <21 days.

### Customer Service, Returns & Exchanges



Handle employee questions and solve this problem for your Admin. They do not want to do it! Accept returns on blank items only. Build a process internally or outsource it to Scrub Authority.

### Subsidizing Costs



Whether it's a dollar amount or set allotment, covering some or all of the cost of uniforms for employees makes them feel appreciated AND results in the requirement for them to purchase via your solution. When your customer offers a voucher, your program will have more volume.

- Implement a \$ voucher instead of a set allotment so that your customer can lock their budget and the employee can still "buy up" to more expensive products.
- An embroidered set of scrubs has an average cost of ~\$75. Most programs offer \$225 annually (~3 sets) for an existing full time employee, and \$150 annually (2 sets) for a part time employee.
- All employee vouchers are usually issued at the same time to generate excitement and increase utilization.
- Vouchers should expire when new vouchers are issued and not roll over. Use it or lose it.

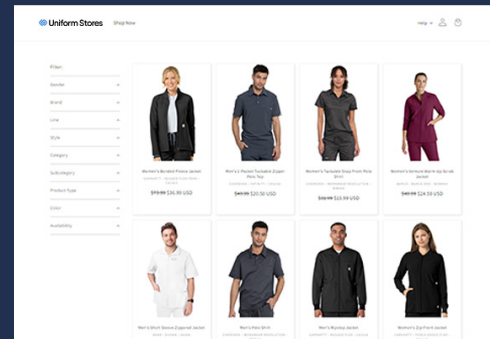
**IMPLEMENT A  
SOLUTION THAT  
CAN AUTOMATE  
THESE ISSUES!**

### Manage the Changing Employee Population



Scrubs programs are ongoing. Use a company store solution that can keep track of employee email addresses to send invites and reminders. Admins should be able to update for new hires, transfers and terminations.

# 3 solutions for scrubs programs



## 1

### TRADITIONAL METHODS

#### What is it?

*Single unit or bulk orders*

#### How it works:

- 1 Pick products that should be in stock. Usually product choice is more limited
- 2 Customer collects the size and color or you do on-site fittings
- 3 Place a bulk order
- 4 Embroider goods
- 5 Deliver to workplace or employee's home

#### When it works:

- Small organization with low complexity
- In-house embroidery

#### Potential Problems:

- Inventory levels change while collecting orders
- Customer service and exchanges are cumbersome

#### How Scrub Authority helps:

- Assortments across multiple brands
- Electronic catalogs
- Embroidery

## 2

### COMPANY STORES

#### What is it?

*Third party company stores like Order My Gear, ESP, Sage, Distributor Central, and multiple proprietary platforms like ProForma ProStores.*

#### How it works:

- 1 Company Store
- 2 Images, content pre-loaded >200k sku's
- 3 Live inventory
- 4 Automated order flow

#### When it works:

- Customer wants branded products and scrubs together
- Scrubs program is simple

#### Potential Problems:

- Inbound freight for small orders is costly
- Embroidery in small batches
- Customer service and exchanges are cumbersome

#### How Scrub Authority helps:

- Full integration and automation

3



# Uniform Stores

THE SMARTEST WAY TO MANAGE SCRUBS PROGRAMS



**Company Store Platform**  
built specifically for  
Scrubs Programs



**Tech-Enabled Supply**  
Chain including  
Embroidery and Delivery



**Includes Customer**  
Service, Exchanges,  
and Returns

## What is it?

*A platform designed specifically  
for scrubs healthcare uniform programs.*

## How it works:

- 1 You own the customer relationship
- 2 Set up a uniform store with our guidance and support
- 3 All transactions run through your bank account
- 4 Scrub Authority bills you for products, embroidery, and outbound freight - you bill your customer

**Potential Problems: NONE**

## How Scrub Authority helps:

- Free training and marketing materials, including a custom video with your branding

## Benefits of Uniform Stores:

- ✓ Ability to offer 21 leading scrub brands
- ✓ Employees only see the products they are allowed to wear/purchase
- ✓ Ability to outfit multiple departments and locations, through one streamlined platform
- ✓ Live inventory = virtually no backorders!
- ✓ Tech-enabled supply chain
- ✓ Embroidery & customer service included
- ✓ No inbound freight costs
- ✓ No order aggregation, products are decorated on demand
- ✓ Products are shipped directly to employees' home or workplace




**SCAN TO SEE UNIFORM STORES IN ACTION>**



## Want to learn more?

**Book a demo** to learn how to simplify uniform programs with company store integrations or **Uniform Stores**, the company store built specifically for healthcare.



 [www.scrubauthority.com](http://www.scrubauthority.com)  
 [customerservice@scrubauthority.com](mailto:customerservice@scrubauthority.com)  
 (888) 216-0133