



For more than 60 years, UniMac has been focused on providing for the specific needs of the long-term care industry. We work closely with our customers to identify and address the key concerns they face every day, all while offering the lowest cost of ownership in the industry.

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## CASE STUDY

# UniMac® LONG-TERM CARE PROVIDER RETHINKS LAUNDRY DECISION

HOW A HIGHER UPFRONT INVESTMENT COULD SAVE YOU MORE IN THE LONG RUN

Woodruff County Medical Center provides nursing home care to approximately 120 residents. The McCroy, Ark., based Center is located about halfway between Little Rock, Ark., and Memphis, Tenn., and is well-known by the community's 7,260 members.

Over the past few years, Woodruff's executive staff began to notice an increase in housing requests, a trend that is impacting long-term care facilities across the U.S. The nation's aging population continues to grow, according to the U.S. Administration on Aging. In fact by 2030, there will be approximately 72.1 million older persons, defined as 65 years and older, which is more than twice the number in 2000.

The opportunity for long-term care facilities to increase profitability is substantial. According to Kalorama Information, a leading publisher of market research in medical industries, revenue is expected to hit \$353.5 billion in 2015, a 22 percent increase from 2012.

Shortly after noticing the additional need for services, Woodruff built and moved to a new, larger facility allowing it to care for more people than their previous facility. The new building was constructed to be a home away from home for residents. With the new facility, Woodruff is able to offer a dialysis center, so patients do not have to travel 40 miles to the next closest facility. Additionally, the building offers a 15-bed wing specifically for patients who need extra care after intensive surgery. These improvements help the facility to cater to a larger population.

With the expansion, Woodruff needed to re-examine its laundry operations. When it came time to decide what type of equipment to install, the purchasing department made its choice based on price rather than lowest cost of ownership.

In today's economy it is incredibly common that companies are forced to make tough purchasing decisions due to strict budget constraints. However, opting for the lowest priced equipment does not necessarily mean companies will see the greatest returns on their investment, as not all machines are meant to withstand the rigors of daily use. Some lesser quality machines are prone to breakdowns and therefore cost more in the long run compared to machines with features built to withstand 24-7 use. Additionally, with better quality machines, managers will see daily savings in operations and improved throughput as this equipment is less prone to breakdowns.

## EQUIPMENT FAILURES

At the time of the expansion, six Maytag machines — three washers and three dryers — were installed in the new Center. Unfortunately, the results were not favorable.



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There were a number of problems with the equipment, which caused many challenges for the housekeeping staff.

Machine computer failure proved to be a huge issue for the staff. When machine computers failed, the equipment was inoperable. Within the first five years all of the computers on the machines had to be replaced, resulting in approximately \$4,000 in labor charges that were not covered under the manufacturer's warranty.

"The machines broke down all the time and were out of operation for weeks," said Gwen Brogdon, Administrator, Woodruff County Medical Center. "I can't recall how many times the service technician came to fix them and didn't have the necessary parts."

At times, employees were forced to use laundromats or substitute paper linen to reduce laundry loads.

"We had to use disposable bed pads, which was a mess and an inconvenience for the staff, as well as being uncomfortable for residents," said Brogdon. "Using paper linens was very costly and could not be financially supported in the long term."

As an alternative, employees would sometimes take the linen to the former facility and use the older UniMac machines, which were still operational. This added to the business' overall costs — money they did not plan to spend during the annual budgeting process.

## UNIMAC INSTALLATION

After dealing with the laundry issues for five years, the executive team decided they could no longer manage the equipment problems and had to take action.

Woodruff's board of directors approved a new proposal, which called for Central Laundry Equipment (CLE) to install three 60-pound UW-series washer-extractors and three 75-pound UT-series tumble dryers.

Two months later, the machines were installed and running five hours a day, seven days a week.

UniMac's machines are tested in a state-of-the-art test lab to ensure top performance in the laundry room. UniMac's five stage rigorous product development processes includes finite element analysis, component testing, life and load testing, field testing, and world-class manufacturing and quality control. These stages subject every design and component to extreme testing virtually and in real-life field applications.

The machines are equipped with the easy-to-use M-30 control. The staff has commented that the machines are easier to program than the Maytag machines, which has helped improve throughput.



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“The whole Center is thrilled with the UniMac machines,” said Brogdon. “It’s great to come into work knowing that the machines will be running. We haven’t had to call for service since the equipment was installed.”

UniMac provides a five-year warranty on the frame, basket, shaft, bearings and seals if failure or breakage should occur during normal operation. Also included is a full three-year warranty on all other parts, providing owners with the best protection for their equipment.

If machines require maintenance updates, CLE has a dedicated department that stocks genuine UniMac parts. If parts are unavailable, the distributor can place an order with Alliance Laundry Systems, UniMac’s parent company, and within 24 hours receive the shipment.

The Center has gained much more than clean laundry through the replacement of its machines. According to Jeff Craig, General Manager, CLE, “The housekeeping manager has confidence in the equipment. She doesn’t have to worry about what day to go to the laundromat — she can do it all in-house.”

Choosing UniMac means managers are working with true on-premises laundry experts. They know what’s best for your organization and can find a solution to solve any issue, which allows companies to focus on what they do best.



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