

CLIENT STORY

Laundry company setting the standard with independence and Insperity

Number of employees: 74 | Headquarters: Abilene, TX

Texas Healthcare Linen provides laundry and linen services for healthcare facilities. As the owner of the linen they provide, they rent products to their customers similar to a commercial uniform service. Clean linen is delivered in linen carts to clients, while the soiled linen is picked up and brought back to their 48,000 sq. ft. facility where the items are sorted, washed, dried, folded, put back into carts and delivered back out.



In Abilene and the surrounding 350-mile radius, Texas Healthcare Linen is setting the standard for commercial healthcare laundry services, according to general manager JoeMax Tomlin.

"We have corporate competitors that are able to reach the hospitals we serve, but in our area they don't provide the quality, the service, or the price that we do and we are proud of that," Tomlin said. "Our focus on the healthcare market and on creating win-win relationships with customers is what has helped us succeed here."

Scalable help from startup through tremendous growth

Prior to January 2012, Texas Healthcare Linen (THL) was supported by one of its parent companies, Hendrick Medical Center, who provided HR services, payroll, insurance and benefits, safety, worker's comp assistance, and other support services. When the doors to a new facility opened for business in May of 2011, THL proceeded with business as usual with support from Hendrick, but at the start of 2012, it was up to them to "figure out how to exist on our own," Tomlin said.

"That's a lot to take on for a new business in a new facility with a small office staff and limited budget," Tomlin said. "We needed help."

It was then that THL built a relationship with Insperity to help with this transition to independence.

"There were no bumps or hiccups when we transitioned from our parent company to using Insperity services," Tomlin said. "Our employees didn't see a change like most struggling new companies would see. That is to Insperity's credit."

Since 2011, Texas Healthcare Linen has almost doubled its output of linen and expanded into the Dallas-Ft. Worth area with more prospective clients in the works.

Tomlin believes Insperity offers them payroll and health insurance benefits at a cheaper rate than what they would get on their own with such a small employee pool. However, he sees the other features and services that are part of the full-service Insperity package as the true value to the partnership.

"We asked for help with payroll and benefits, but what we got was a full-service life support system for our business."

- JoeMax Tomlin

No English? No problem.

THL employees take advantage of Insperity's contact center, which offers assistance in multiple languages. Tomlin says that his office manager, for example, refers non-English speaking employees to the contact center for questions on their 401k plans.

"Our languages range from Spanish to Swahili, with some French speakers, our production supervisor on the clean side is Polish, and our sort side supervisor is from Madagascar," Tomlin said. "Only about 47 percent of our staff speak English as their primary language so even conducting a staff meeting can be a challenge to ensure everyone understands what's being said."

Tomlin says that constant healthcare and economic changes create many questions for employees, making bilingual communication a priority. Insperity is there to answer those questions, in various languages.

"As far as I know, every issue brought to the contact center by a non-English speaker is resolved," Tomlin said about Insperity. "You can't get that anywhere else. And I know that is a value to the employees who just want to have a fair chance at life here."

Tools for both employees and management

Tomlin says Insperity helped Texas Healthcare Linen develop a new job description program, a new employee handbook, and a new annual performance evaluation program. Insperity also put together an employee feedback (satisfaction) survey to get a better view for how employees felt about THL as a workplace. Tomlin said that Insperity took the survey results and gave great recommendations that positively impacted the leadership team and employees.

"If we were on our own, I think we would be in a lot more of a frantic state whenever something came up and it would affect the culture and atmosphere on the leadership team, which would trickle down," Tomlin said. "It's always a top-notch experience with everybody that we deal with at Insperity. We always come out better off for it."

With his human resources background, Tomlin says that he struggled during the transition into his role as general manager in late 2013. Before, he handled all of the company's HR, which was tough for him to let go of.

"I really am a perfectionist," Tomlin said. "To have that support from the Insperity team when I was struggling to prioritize my time in the new role, it helped me settle into the role much better and it also really helped keep us steady."

Tomlin's message to fellow and prospective Insperity customers is simple.

"I think there are probably companies out there that have Insperity that don't even realize what all they have," Tomlin said. "There's so many different programs and amenities that people may not even realize are there. Or maybe they're too proud to ask. At least for me, I don't have any pride, I ask a lot of questions and I have plenty of people at Insperity who are willing to help me."

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