



## **Groundbreaking Healthcare Program Generates Innovative Approach to Accessing Hard-to-Reach Customers**

**Presenters:** **Craig Owens**, *Willdan Energy Solutions*  
**Gerard Nesbitt**, *Southern California Edison*



# Introductions

- **Craig Owens, Willdan Energy Solutions**
  - Senior Program Manager
- **Gerard Nesbitt, Southern California Edison**
  - Project/Product Manager

# SCE's Healthcare Energy Efficiency Program (HEEP)

- Launched in 2008
- Third-party program implemented by Willdan
- 100% pay for performance for delivered energy savings
- Primary target: large medical facilities (>200 beds)
- Utility Account Rep involvement

# HEEP's Scope

**Identify energy efficiency measures**

**Quantify energy savings and ROI**

**Turnkey support for incentives and On-Bill Financing**

**Contractor referrals as requested**

**RFP development and evaluation**

**Measure implementation support**

**Verify energy savings and ROI**



# HEEP's Successes

- Accomplishments
  - Over 380 projects supported to date, primarily large hospitals
  - Over 142,700,000 kWh and 18,000 kW in verified annual energy savings

# SCE Healthcare Market Potential

- SCE Healthcare Market Size
  - **861 Hospitals and Long-Term Care Facilities**
    - 124 facilities with 200 or more beds
    - 236 facilities with 100-199 beds
    - 501 facilities with less than 99 beds

# Opportunity and Challenge

- Opportunity
  - Highly successful program that is only touching a portion of the customers
  - Customer facilities very energy intensive
- Challenge
  - Smaller facilities harder to engage
    - Less available capital funds
    - Fewer staff available to manage complex projects

# SCE's Solution

- SCE launched the **Healthcare Innovative Technologies Energy Efficiency Program (HITEEP)** pilot program in 2014.
- The program targets small-medium medical facilities and hospitals (<200 beds).
- HITEEP is implemented by Willdan and combines the highly successful elements of HEEP, along with direct install measures for these hard-to-reach customers.



# HITEEP Challenges and Solutions

- Customers have less available capital funds.
  - **Solution:** HITEEP offers direct install measures at no cost so the customer can invest their capital dollars to achieve deeper energy savings. HITEEP also provides access to all IDSM measures under one program offering
  - **Solution:** HITEEP provides access to all SCE IDSM measures under one program offering to bundle measures
  - **Solution:** SCE's On-Bill Financing program is strongly promoted, which offers 0% interest financing for EE projects.

# HITEEP Challenges and Solutions

- Customers have fewer staff available to manage complex projects.
  - **Solution:** Willdan provides support with vendor selection and development of scope of services.
  - **Solution:** Willdan offers turnkey installation services.

# HITEEP Current Status

- HITEEP is fully subscribed with projects at 11 customer sites and is a model for SCE to develop future programs

# Closing Remarks

- HITEEP serves as an example as a way to take lessons learned from one successful program, add new approaches and drive participation in hard-to-reach customers.





# QUESTIONS and ANSWERS

