

## First ever Amazon Just Walk Out technology store within a hospital premises

2 years ago



The world's first checkout-free store using [Amazon's Just Walk Out technology](#) in a healthcare location, has today launched in The Shrewsbury and Telford Hospital NHS Trust – in partnership with One Retail and noviniti. Part of the new two-storey Main Entrance and Admin Hub under construction at the Princess Royal Hospital, the Market Express store will be accessible to Telford patients, visitors and staff.

Shopping at a location with Amazon's Just Walk Out technology is designed to be an effortless experience. A guest enters the store by using their credit card, debit card or mobile wallet at the entry gate. The technology detects what the shopper takes from or returns to shelves and creates a virtual shopping session. When the guest completes the shopping experience, they can leave the store without waiting in line. The credit card, debit card or mobile wallet they used to enter the store is charged for items taken. Just Walk Out technology is made possible by artificial intelligence-like computer vision and deep learning techniques, including generative AI, to accurately determine who took what in any retail environment.

This Just Walk Out technology-enabled store provides an expanded range of hot and cold food to go, such as sandwiches and salads, as well as sundries such as chilled meals and groceries, and even toiletries. Guests can also obtain hot beverages from Change Please, a social enterprise that donates all profits to tackling homelessness.

In addition, the newly opened Costa Coffee store will serve the same beverages and range of food as its High Street stores, including toasties and breakfast items. The Costa will also include self-service kiosks, a Click & Collect service available via the Costa Club app, and a partnership with Too Good to Go, helping

minimise food waste. This new offering will complement existing catering arrangements within the hospital.

Part of a multimillion-pound investment, the main entrance development is intended to transform the “front door” of the hospital. This new retail offering also provides additional choices for food and drinks and a better experience for everyone.

The two-storey development also supports the Trust’s valued clinical and administrative teams through additional modern workspaces. Phase two includes the opening of a dedicated planned care hub in early 2024, including new theatres and patient consultation rooms. With this development, the Trust will provide more day-case surgery at Telford, reducing waiting times and improving the patient experience.

Louise Barnett, Chief Executive at The Shrewsbury and Telford Hospital NHS Trust, said: “We welcome this new partnership and are proud to be part of such an exciting new venture. We have listened to our patients, visitors and colleagues, who asked us to enhance our existing food and retail offer, including in the evenings. It has been positive to see so many people benefitting from the new services.

“We are continually striving to improve our facilities for our patients, their carers, visitors and our colleagues. This investment is the first phase of our exciting investment into the Princess Royal Hospital, which will enable us to deliver excellent care for all the communities we serve.”

Andrew Jones, One Retail, Managing Director commented: “This technology is a first in a healthcare setting and perfectly responds to the mandate for food and drinks being readily available for staff. This technology installation can be used by staff, visitors, and patients. This is a major step forward for the Princess Royal Hospital and brings together the best in innovation, convenience, and quality offerings.”

Marc Hastings, CEO of noviniti said: “We are delighted that the doors to the new two-storey Main Entrance and Admin Hub at the Princess Royal Hospital are now open. Our partnership with The Shrewsbury and Telford Hospital NHS Trust and One Retail has greatly improved the staff, patients and visitors’ experience with a Costa Coffee and frictionless convenience store. This innovative shopping experience is a first within healthcare and I’m sure we will see this solution being adopted within other NHS Trusts.”