

Exceptional Dining Service Key to Patient and Staff Satisfaction Ratings

By Grace Zarnas-Hoyer

As the comprehensive healthcare reforms scheduled to roll out over the next four years are certain to create significant challenges in healthcare delivery, hospital administrators will rely more heavily on the expertise of its food service providers to deliver a food and nutrition program patients, staff and guests consider worthy of the highest satisfaction ratings.

According to Kimmi Campagna, Cura Hospitality director of partnership development, "Through our Completely Satisfied patient service philosophy, our goal is to be visible, supportive, and promote an interactive relationship between staff, patients, and guests."

For the patients, this means creating healthy and therapeutic menu items, delivered hot and on-time, speeding the healing process; for staff and guests, creating a respite dining environment where they can enjoy and "recharge" with a high-quality restaurant experience; and for overall staff and healthcare providers, allowing them to focus on their core objectives while we focus on ours.

For example, at St. Clair Hospital in Pittsburgh, PA, patients have their dining orders taken at bedside. With the assistance of a skilled dining concierge that focuses on each patient's specific health and dietary needs, Cura's menu indicates healthy choices which are marked with a pyramid that designates the better choice.

"Generally the dining experience is very important to the overall patient experience. It's often one of the few things that a patient has control over during their hospital stay. The fact that they have one-on-one communication with the dining concierge; they can discuss options and select food items that are appealing at that point in time. Having that personalized touch goes a long way," said Joan Massella, Administrative Vice President and Chief Nursing Officer, at St. Clair Hospital.

Today, hospitals recognize that food service is not a core competency. Relying on the experts in that industry gives administrators the ability to focus on other business. "We know that our dining needs are in good hands and that we are staying above industry standards," said Massella. This is evident by Press Ganey scores received by Cura's nutritional services at St. Clair for the fourth quarter which earned a 98th percentile ranking nationally; while in the 94th percentile locally.

At Heritage Valley Healthy System in Beaver, PA, Cura's new executive chef, Terry Geracia, modified some of the kitchen's back of the house operations by eliminating unused equipment, gaining space and simplifying their food preparation and patient food service execution. A new patient menu was also created giving patients more fresh and high-quality selections. This has resulted in cost savings

for the hospital, as well as increased Press-Ganey scores.

In addition to completely satisfied patients, staff and guests are offered an onsite restaurant dining experience. Foods are prepared from scratch, including freshly baked desserts daily. Healthy grab-and-go options such as fresh dough pizza, salads, deli sandwiches, wraps and subs on fresh-baked breads and rolls, homemade pies, cookies and cakes are convenient for guests on the go. "Our goal is to give Heritage a retail feel so guests feel like they are dining in a trendy restaurant," said Chef Terry.

Over the last several years, Cura has made substantial commitments to promoting healthy lifestyles. To help support Indiana Regional Medical Center's successful "B! Well" program in Indiana, PA, Cura offers patients, staff and the community opportunities to learn more about good nutrition, exercise, and healthier lifestyles. According to Bob Gongaware, Chief Financial Officer, Indiana Regional Medical Center, what attracted us about Cura is their commitment to partnering with local farms through FarmSource. A local purchasing program, Cura continues to source more than 20% of its food locally by procuring food and beverage purchases from local farms and producers of food in Western PA. "Home-made foods prepared with locally-grown products for our patients and in our café fall in line with our B!Well program."

Active with the Pennsylvania Association for Sustainable Agriculture (PASA), Cura also bring their knowledge of local farming to the hospital cafes they operate, giving hospital staff and guests the opportunity to learn about fresh produce and purchase baskets of locally-grown foods from nearby farms.

The goal for 2013 is to share best practices. Campagna shares her thoughts. "Our Completely Satisfied service includes multiple tools to consistently encourage patient feedback and interaction at every point of service...simultaneously focusing on the experience for patients and metrics for our clients as a dual prong approach to delivering measurable patient satisfaction improvements." †

Grace is Manager of Public Relations for Cura Hospitality. A member of Eat'n Park Hospitality Group, Cura Hospitality is a highly responsive and innovative dining services and hospitality provider dedicated to a mission of Enhancing Life Around Great Food. Cura serves over 50 senior living communities and hospitals in the mid-Atlantic region. Cura's culinary, guest service and clinical professionals provide hospitality and clinical care to more than 20,000 residents, patients and guests each day. Learn more at www.curahospitality.com.



*Our service philosophy ...
Our clients' measure of success.*



At Cura Hospitality, we understand the importance of delivering a food and nutrition program your patients, staff, and guests consider worthy of the highest satisfaction ratings.

Our *Completely Satisfied* patient service philosophy gives hospital administrators the luxury to focus on their core business and objectives, while we focus on what we do best...

Enhancing Life Around Great Food.



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For more information, contact Kimmi Campagna, Director of Partnership Development
kcampagna@curahospitality.com • 412.327.3452

www.curahospitality.com • Find us on Facebook! www.facebook.com/curahospitality