

GOOD TO BEST



Steve McKenna, CDM
Director, Field Operations
DM&A

Steve brings a broad array of service skills to our team, with hospitality and management experience across a wide spectrum. Most recently he served for twelve years in corporate services for a major healthcare organization, where his portfolio included, not only food and nutrition services, but also environmental services and a number of other hospital disciplines, including, life safety, patient transportation, laundry services, television and telecommunication, and records management.

A former restaurateur, Steve has been a featured speaker at healthcare symposiums and has collaborated with the Culinary Institute of America, training students in healthcare foodservice. His collaborative approach to meal delivery has been featured in nursing periodicals and his dining programs have also been cited in published articles.

Previously, Steve has held regional management positions with several contract companies. In one role, he operated food and nutrition services for fifteen hospitals and long-term care communities throughout the northeast. In another, he oversaw over twenty business dining and catering accounts for well-known corporate clients. His expertise brings DM&A the opportunity to further expand our menu of services, as we continue to offer our clients a wide array of avenues in which to go from “Good to Best”. His roles include project manager for room service, as well as leading Destination 10[®] programs for both foodservice and EVS departments.

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DEMYSTIFYING ROOM SERVICE IMPLEMENTATION

STEVE MCKENNA
Director, Field Operations

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Agenda

- Historical perspective
- Room service definitions
- Here to stay or just another fad?
- Benefits of room service
- The steps to room service
- Common mistakes
- Room service testimonials

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Historical Perspective

- **Hospital food** was the source of **jokes** until fairly recently
- **First** limited room service dates to US military **mid-70's**
- **1980s** – First full room service appears in hospitals; lots of wrinkles; seen as an elite option
- **1990s** – Room service start ups continue
- **2003** – DM&A enters the RS arena
- **2011** – DM&A becomes largest independent room service installer in the US.
- **2017** – RS is by now the platinum standard, but there continues to be various ways to enhance dining (culinary upgrades, team training, better scripting)

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Examples – Industry Challenges



- **2007** – 500-bed hospital. Started room service. 15 FTE's short to operate room service, with inevitable result. FSD terminated. We spend significant time planning the labor and recommend that you NOT enter the project without good numbers
- **2008** – Hospital in Oregon, prior to our involvement, ordered incorrect equipment, requiring additional costs and time
- **2010** – (Name withheld) Hospital, Illinois. Designer did poor job of designing and planning. Project stopped. Equipment was returned. Administration so frustrated that they called in (major contractor)
- **2010** – (Name withheld) California New Hospital project. Room service design not functional. DM&A re-designed

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Room Service Definition



- **Customers order what they want when they want** it from a restaurant menu, between the hours of 7AM and 7 PM (approximately). It's a restaurant with nutrition screening and advice
- Most foods such as eggs/omelettes, chicken, fish, hamburgers, pizza are made fresh to order.
- Food savings may offset labor additions
- Certain "enhanced dining" models might serve as a bridge to full room service

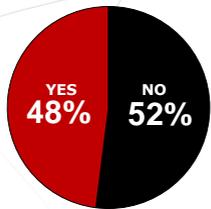
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Room Service – Here to Stay



FOODSERVICE DIRECTOR 2016 Healthcare Census: Hospitals raise their game

✓ Room service continues to rise, with slightly more operators offering on-demand meals compared to last year. The larger the hospital, the more likely it is to offer room service – 67 percent of operators with F&B purchase of \$5 million or more offer it, compared to 27 percent of hospitals with purchases less than \$200,000.



Does your operation offer on-demand room service for patients?

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No more of this...



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STICKER SHOCK



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Uniforms by DM&A



Quality food & Customer service with a smile!

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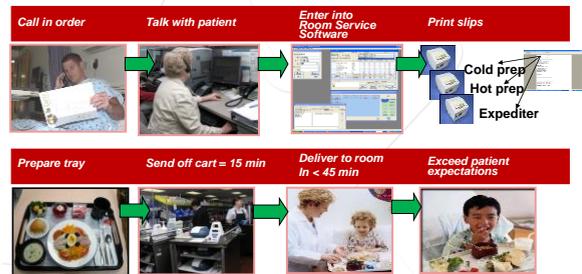






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Room Service Steps



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Benefits



- Increased patient satisfaction
- Fresher food transforms quality and sends a healthy message
- Reduced food waste –we will analyze this for you; generally 15-20%, often more
- Food service, nursing, and hospital staff are happier and proud of the product
 - More professional work environment
 - Easier to hire and retain staff
- Reduced risk of contract takeover

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More Benefits!



- Dramatic reduction in wasted trays
- Patient consumption increases
- Floor stock is reduced
- Guest trays may provide added revenue
- Hospital image improves (C-suite is pleased!)
- More competitive in marketplace

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Common Mistakes



- Presuming that since you are an expert in food service, you must be an expert in room service
- Presuming that every designer and architect is a kitchen expert
- Presuming that if a peer claims something on a listserv or on the internet, it must be true
- Creating a Greek diner menu with 1,000 options
- Thinking that an automatic entree with 6 “every day choices” constitutes room service

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Common Mistakes



- Buying the wrong equipment or putting good equipment in the wrong place.
- Assuming that some sites can't have RS (big, small, specialty, high % diabetics)
- Making a mistake on projected staffing: this will sink your project and likely your job. It depends on building layout, staff skills, and other factors
- Not planning properly for database building
- Not having a committed departmental team to get through the project---lots of work!

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Common Mistakes



- Not allowing enough time to plan and implement room service. We won't tell you that this can be done in 3-4 months because it will rarely happen that fast. We'll give you a good estimate on our assessment visit once we get to know you
- Failing to obtain extensive support for start up.
- Assuming that every first day is a horror show. Proper planning makes first day manageable

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Morris Hospital



Chef Don Miller and Client

"Room Service is phenomenal! Patients love it, and we have positive interaction with the patients."
- Nancy Stewart, FSD



Nancy Stewart, MS, RD
Morris Hospital - Morris, Illinois

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For More Information



Please contact

DM&A
Steve McKenna
steve@destination10.com
619-656-2100
www.destination10.com

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