

NETWORK CASE STUDY

Senior Living Center

Transforming guest experience and dining culture



AT A Glance



40
CAMPUSES



840
CULINARY EMPLOYEES



\$12 million
FOODSERVICE BUDGET



THE Challenge

Facing years of stagnant guest satisfaction scores and culinary employee retention, network leadership saw the need for a more appealing approach to dining to remain competitive with the looming demands of retiring Baby Boomers. Low satisfaction scores indicated several other challenges including high turnover rates for culinary leadership and higher than average costs due to an inefficient food supply chain.

A strategic culinary experience program was required to “right the ship” and deliver hospitality excellence for the entire 40 campus network.



OUR Process



Implementing a winning strategy would involve more than 40 culinary directors and a total of 840 culinary employees. Starting with site visits, benchmarking, and a system-wide efficiency evaluation, we were able to create a specific roadmap for each campus with a network emphasis on “Quality Dining and Culinary Experience”.

The foundation of our process is leadership development. Through training and support of culinary directors, we provide menu, dining experience, staffing, and culinary finance strategies built around our core mission of a Quality Dining and Culinary Experience. Part of our training process involved taking several culinary directors to Disney World for a more in-depth exposure to high-performance customer experience.

Seeing innovative culinary ideas first-hand gave us a unique angle for ways we could improve guest experience everyday on each campus. We placed white linens on tables and increased availability of fruits and vegetables. We created a more social atmosphere and introduced unstructured, comfortable dining options. We made fresh snacks available at all times. We implemented tableside ordering and service-on-demand room service for guests. With the assistance of culinary directors, we introduced speed scratch menuing.

We empowered employees. We evaluated kitchen layout efficiency and rearranged to maximize facility usage. We continuously reviewed purchasing decisions and recommended improvements at every corner of the network including utilization of the largest GPO network in the country. We developed key partnerships with vendors and food brokers. We developed policy and procedure manuals for the network and implemented standards related to CMS regulation in order to reduce risk for sighted events.

THE Results

- Improved guest satisfaction scores from 63% to more than 90% across network
- Cost savings of 5% network-wide
- Improved employee retention
- Introduced culinary leadership competitions
- Leveraged quality dining experience in branding/marketing
- Developed a hospitality and innovation culture
- Project received LeadingAge Quality Award

Why Partner With Quality Culinary?

Our comprehensive approach to improved satisfaction for senior living guests is unmatched in the industry. Our consulting services start with a global culinary assessment for your facility or network. We create a comprehensive roadmap and define operational goals for your team to drive success around satisfaction, loyalty, and willingness to recommend. Then we deliver on a commitment to a fine dining experience with fierce hospitality in senior living while helping your community stay self-operating.

Deliverable Consulting Services

- Menu Architecture
- Purchasing (GPOs)
- P&L Financial Management
- Profit/Revenue Building
- Growth Training & Development
- Regulation Guidance
- Hospitality Service Training
- Create Partnerships with Food Distributors
- Leadership Training & Coaching
- Performance Metrics & Management
- F&B/Business Operations
- Process Improvement
- Team Building & Management
- Cost Control & Budgeting
- Nutrition Optimization
- Project Management



About Us

Quality Culinary Solutions, LLC is a leading hospitality and culinary culture guide for Senior Living. We work with senior care facilities intent on improving dining experiences for guests. From menu-driven quality to unique, social atmospheres, we advise and develop economically sound plans to meet the expectations of a demanding, growing senior population.

CONSULTING SERVICES

- Culinary Vision
- Quality Improvement
- Cultivate Talent
- Inspire Teams
- Operational Excellence
- Guest Satisfaction

OUR PROGRAMS

- Financial
- Culinary Production & Hospitality
- Comprehensive Guest Satisfaction Roadmaps
- Training Workshops

OUR CLIENTS

- Long-Term Care
- Assisted Living
- Independent Living
- Acute Care
- Post-Acute Care



Rich Daehn
CDM, BSM, MBA

Rich is an executive culinary leader with a 30-year track record of proven success in directing all aspects of food, beverage, and nutrition service operations oversight in senior living facilities. Long seen as an innovator in healthcare and senior care culinary experience, Rich is uniquely positioned to provide strategic support for culinary operations to healthcare networks, independent facilities, and management teams around the country.