

case studies



Catering To You

How Genesys Regional Medical Center achieved a 35.2 point PRC increase in six months.

When the transition to TouchPoint was made at Genesys Regional Medical Center in Grand Blanc, Michigan, the TouchPoint culinary team acquired a 20-year old cook-chill system.

In a cook-chill system, hot food is prepared in advance, then it is chilled and frozen for meal service. Patient meal trays are

assembled cold, hours before service, then reheated on patient floors in retherm carts. The reheating process degrades food and limits variety and customization options, because only food that can withstand the convection reheating process can be offered.

Additionally, nursing handled passing and retrieving food trays. Patient service associates that worked assembling trays would leave the hospital at 1:30 pm each day. This created

almost no capacity to address patient meal concerns after patient service associates were gone.

Innovating the Patient Experience

To increase PRC scores, TouchPoint leadership proposed implementing a cook serve program called, **Catering to You**. With Catering to You, meals are prepared close to the time of consumption, allowing food to always be served hot and fresh.

Converting to Catering To You at Genesys required a \$275,000 capital investment to transform the old tray line to a cook-serve, heat on-demand tray system, complete with delivery carts.

Additionally, TouchPoint budgeted \$415,000 in hourly productive labor for 12 FTEs and 2 patient service supervisors. This investment would yield a major increase in PRC scores.

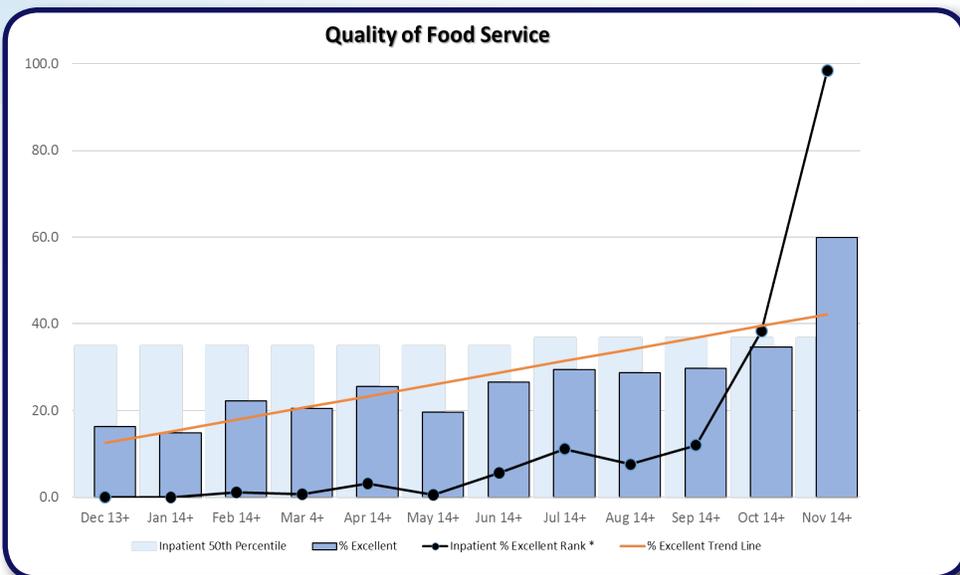
Although this is a significant investment, delivering an exceptional patient experience is critical for many reasons, including maximizing hospital reimbursements through value based purchasing.

In six months, PRC Top 2 Box scores increased from 35.4% to 70.6%, reaching the highest score Genesys has ever recorded.

Catering Associates are responsible for taking patient orders and ensuring that patients receive their selected meal per prescribed diet. **This creates a system of ownership and accountability for each associate in the Catering To You process. Furthermore, nurses were freed up from passing trays, allowing them to focus on other wellness tasks for patients.**

Investing in Our Future

From November 2013 to April 2014, TouchPoint leadership and project managers worked with the Genesys project team to make Catering To You a reality. The TouchPoint team also worked with Human Resources to develop new job classifications and revised associate schedules to meet the needs of the new production and meal delivery processes. To ensure a smooth transition, the food service team introduced the system to the nurses, physicians, and hospital board prior to the official launch.



On April 7, 2014, Catering to You was rolled out at Genesys and on-site satisfaction results were immediate. Patients had the ability to choose from a variety of quality, fresh meals. Nursing no longer had to pass patient trays, which freed them up to focus on patient care, and the smell of food no longer lingers in their units.



Before Catering To You



After Catering To You