



A Better Start to the Day

Achieving patient satisfaction
with healthcare breakfast offerings

The Goal of Improving Meal Service

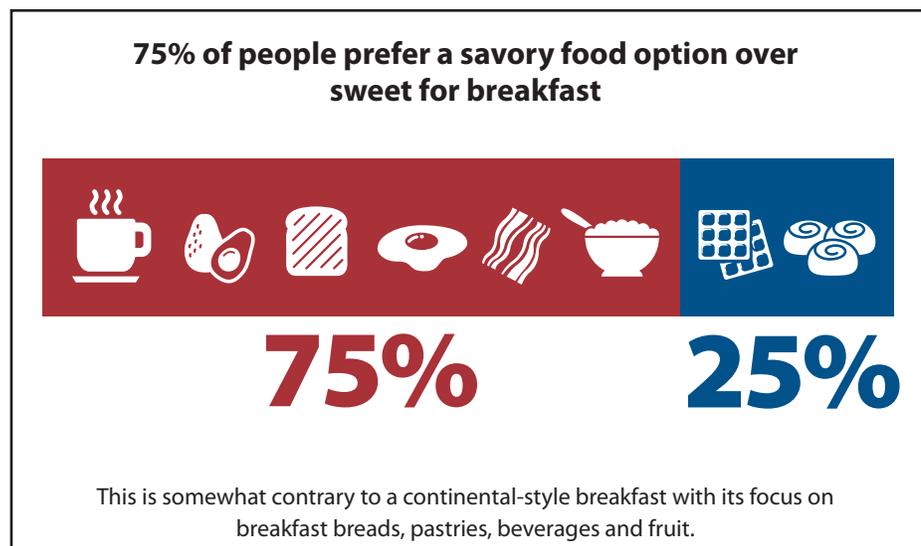
The delicate balance of improving patient satisfaction levels while controlling and reducing operational costs is a constant challenge across the entire healthcare industry. One of the most direct and personal ways patients interact with their provider is through meal service — not only what they eat, but how and when they eat it.

In particular, breakfast service presents a host of unique challenges to operators and staff. Despite the trend of quick and easy breakfasts at home, patients in a controlled environment often expect elements of a fully cooked breakfast offering. But in order to manage labor and food costs, facilities tend to offer a typical continental-style breakfast to patients, including baked goods, fruit, juice, yogurt and a hot beverage.

While these menu choices help reduce the need for extra staffing or high-technology food delivery systems, they are not ideal for improving patient nutrition and satisfaction over the long term.

Patient Interaction

One of the most direct and personal ways patients interact with their provider is through meal service.



The Shortfalls of Typical Breakfast Service

Satisfying Patients' Expectations

A combined approach is the most viable way to improve breakfast service across the board.

On the spectrum of patient nutrition and satisfaction levels, continental-style breakfasts are far from acceptable. Most combinations of these offerings lack the appropriate amounts of protein, carbohydrates and fat — often leaving patients with insufficient options to choose from.

On the other end of the scale, a full hot breakfast can be loaded with excessive fat, sugars and carbohydrates, which can be unhealthy for most patients' sedentary lifestyles while they are undergoing care.

By offering a "hybrid" of continental-style choices with a limited offering of hot items, facilities can satisfy patients' expectation for more options while accomplishing larger operational goals like cutting costs. With the right equipment, this combined approach is the most viable way to improve breakfast service across the board.

Redefining Meal Service With Breakfast Carts

Nutrition & Variety

Breakfast carts are helping operators redefine patient nutrition.

By ensuring food safety, providing sensible choices and satisfying patients' desires for a traditional meal, breakfast carts are helping operators redefine patient nutrition in the healthcare foodservice setting. Higher satisfaction rates and a healthy intake of nutritious foods are significantly driven by a patient's ability to choose from a variety of offerings, then order on the spot at the time of consumption.

Breakfast carts allow for this type of operational efficiency, providing a broad menu selection that includes both hot and cold food options in a safe manner. But not every cart on the market today offers the flexibility to customize different

configurations depending on changing menus and patient preferences. An ideal solution gives operators and staff the ability to manage hot and cold food offerings independently.

Implementing the Ideal Breakfast Cart Solution

As an operator in the healthcare foodservice market, it's vital to offer patients the breakfast options they expect while reducing overhead costs and increasing overall satisfaction. Unified Brands' A la Cart™ line offers the latest breakfast cart designs available today to allow facilities to do just that, with multiple configurations that can accommodate a full-size hot well as well as cold holding.

These new offerings also make it possible to function effectively outside of breakfast service alone. By adding an A la Cart support cart, operators can expand their dining program, supply a snack and beverage kiosk or serve visitors and staff on the go.

By creating new applications for breakfast carts with today's more versatile designs, healthcare facilities can maximize efficiency and serve patients, visitors and staff more effectively than ever.

Breakfast Solutions

The latest breakfast cart designs with multiple configurations offer patients breakfast options while reducing overhead costs.

About Unified Brands

Supporting a portfolio of premium branded product lines — Groen, Randell, Avtec, A la Cart and Power Soak — Unified Brands' offering spans the professional operator's essential kitchen workflow functions and needs: cooking equipment, cook-chill production systems, custom fabrication, refrigeration, ventilation, utility distribution, conveyor systems, continuous motion ware washing systems and meal delivery systems.

As an operating company within the refrigeration & food equipment segment of Dover Corporation, Unified Brands is headquartered in Conyers, GA, with operations in Michigan, Mississippi, and Oklahoma.

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