



BOOST PATIENT SATISFACTION



Morrison Healthcare is uniquely geared to foster bold ideas and innovation in the food service management industry. Our culture fosters the ability of our associates to provide solutions that address your needs with speed, substance and a success rate that no one else in the industry can rival.

GRADY MEMORIAL HOSPITAL

Established in 1890, Atlanta grew up with 945-bed, not-for-profit Grady Memorial Hospital. Best known for its emergency services, Level I trauma center and one of the largest burn centers in the country, Grady is committed to meeting the needs of the underserved in the City of Atlanta's DeKalb and Fulton counties while also providing care for residents of metro Atlanta and Georgia.

Grady competes for the loyalty of commercially-insured patients looking for quality and service in a competitive, fragmented healthcare market with five major health systems from which to choose. A debated move for a "safety net hospital", Grady launched and has maintained a robust marketing campaign for more than two years heightening the need for patients to have a good experience once choosing the hospital for care. The quality and service of meals is one of the 10 patient satisfaction areas Grady monitors closely.

RESULTS

In less than two years, the Grady-Morrison team achieved substantial improvements in Press Ganey patient satisfaction scores:

HOW SUCCESS WAS ACHIEVED

With challenges including the layout of the hospital, quality hires and employee engagement and retention, Grady administration helped immensely by dedicating an elevator for food service and establishing a food service advisory committee involving other departments in improving satisfaction.



52%
increase in
Courtesy

51%
increase in
Temperature
of Food

42%
increase in
Quality of
Food



Steps taken to address these issues include:

- Engaging employees through enhanced communication and accountability.
- Reducing the catering associate to patient ratio to 1 per 32.
- Improving relationships with nursing
- Celebrating success through recognition and rewards
 - \$25 gift cards presented to all food service team members when targets are maintained throughout the month
 - Pizza parties provided to hospital units that maintain goals throughout the month
 - Included nursing staff in pizza party and meal card rewards

You can make a positive impact on **HCAHPS** scores with food. As an integral part of the healthy hospital experience, great food service can improve patient and staff perceptions—which leads to better scores and outcomes as well as higher reimbursements.



Research, consumer insights, and analytics create more transparency, greater cost effectiveness, and the ability to stay ahead of nutrition and dining trends.



BEST PLACES TO WORK
MODERN HEALTHCARE 2014

5th consecutive year

validates our commitment to our people, superior food, and positive experiences.



**MORRISON
BELIEVES IN THE
POWER OF FOOD**

Its power to advance
a healing and
healthful mission.

Its power to connect,
comfort, restore,
and rejuvenate.

For more than 65
years, we have
specialized in healthcare
food service.



Visit morrisonhealthcare.com for more information on the tools and services we would be honored to provide to your organization.