



Chicken
Bibimbap



FOR LANKENAU MEDICAL CENTER:

BETTER SATISFACTION SCORES START IN THE CAFÉ

A case study

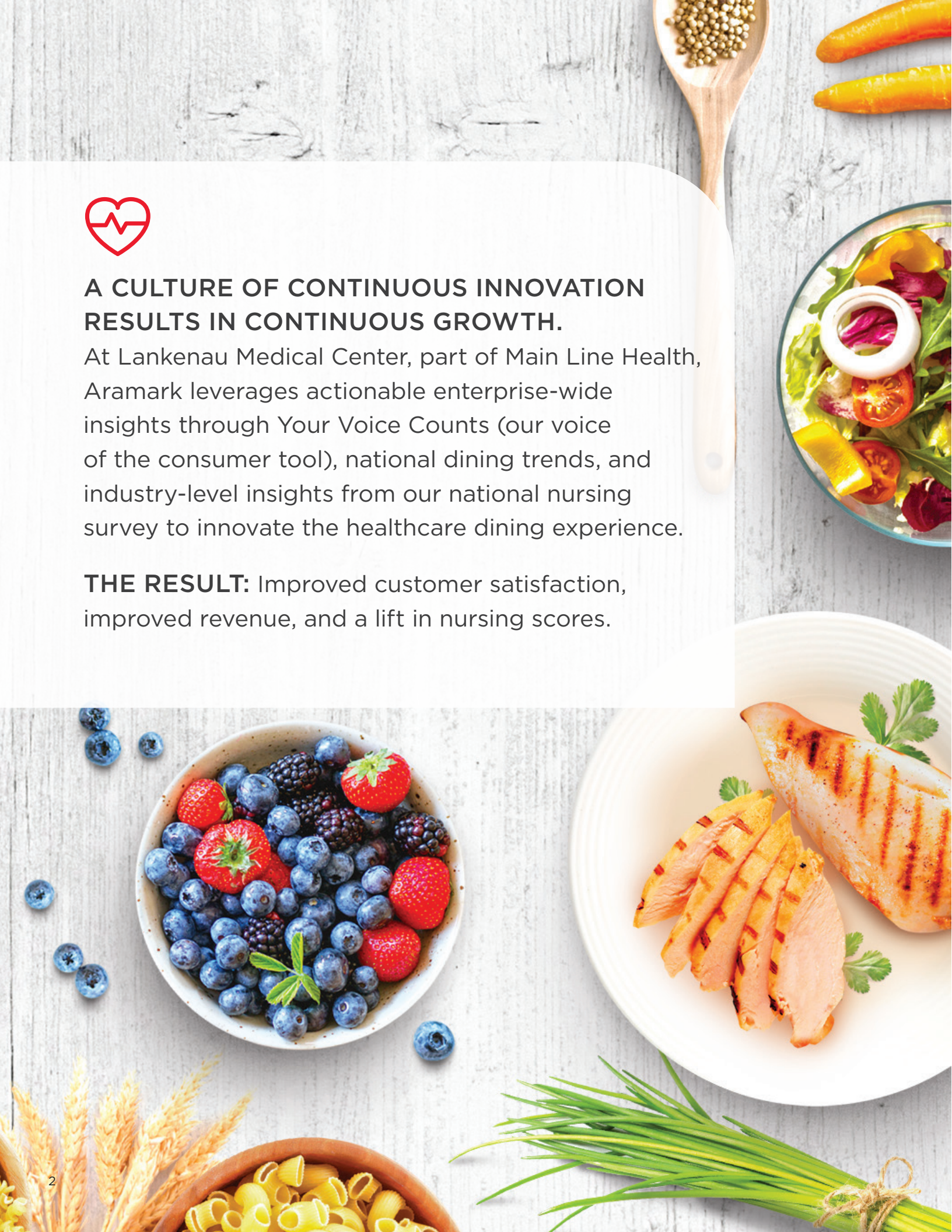




A CULTURE OF CONTINUOUS INNOVATION RESULTS IN CONTINUOUS GROWTH.

At Lankenau Medical Center, part of Main Line Health, Aramark leverages actionable enterprise-wide insights through Your Voice Counts (our voice of the consumer tool), national dining trends, and industry-level insights from our national nursing survey to innovate the healthcare dining experience.

THE RESULT: Improved customer satisfaction, improved revenue, and a lift in nursing scores.

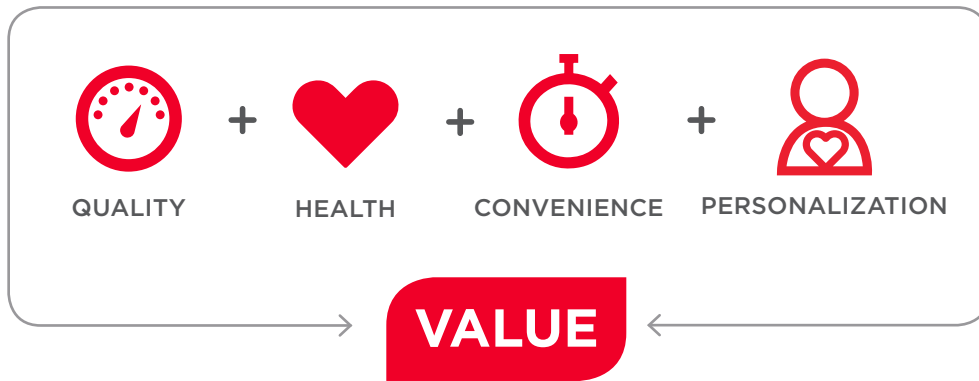


DELIVERING A BETTER DINING EXPERIENCE

Through a recent study using a consumer panel of Your Voice Counts participants, the insights team at Aramark identified two key consumer insights that are reshaping our approach to the dining experience.

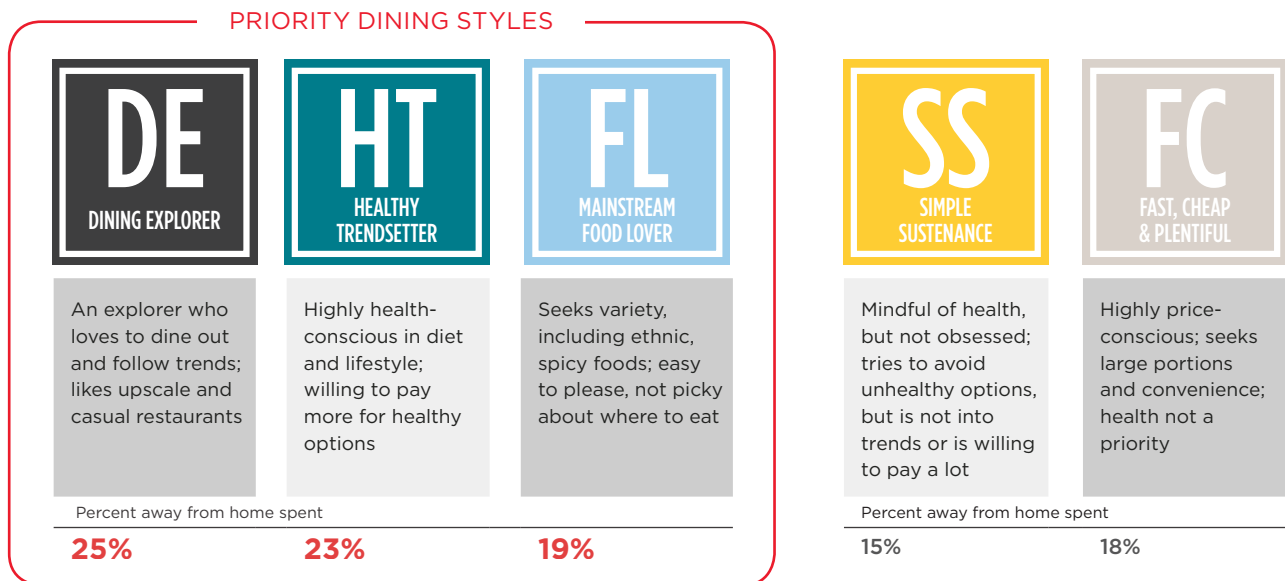
1. THE EMERGENCE OF A NEW VALUE EQUATION:

The consumer's value equation has shifted from value as a simple ratio of Quality/Price, to value as a personalized algorithm that incorporates quality, health, convenience, and personalization.



2. FIVE DISTINCT DINING STYLES:

Our study revealed that consumers fall into one of five distinct dining styles: Dining Explorers; Mainstream Food Lovers; Healthy Trendsetters; Simple Sustenance; and Fast, Cheap, and Plentiful. An effective retail environment offers solutions that provide value for each of these segments. To optimize engagement and profit, retail success hinges on appealing to the Dining Explorers, Healthy Trendsetters, and Mainstream Food Lovers.



NURSING INSIGHTS

Aramark recently conducted a survey of nurses nationwide, which provided valuable insights into the impact that a café has on their day.

These studies helped redefine **Aramark's approach to providing speed of service** solutions and increased variety in the café. When the studies are combined with real-time feedback, Aramark improves its results by bringing continual innovation to hospitals nationwide, hospitals like Lankenau Medical Center.

88%

LINK FOOD QUALITY
AND THEIR HAPPINESS.

60+%

DINE IN THE
CAFÉ REGULARLY.

83%

OF NURSES FEEL RUSHED
AT MEAL TIME.

ONLY 33%

ARE PLEASED WITH
THE ETHNIC OFFERINGS
IN THEIR CAFÉ.



KIOSKS SAVE NURSES TIME BY SKIPPING THE LINE

83 PERCENT OF NURSES SAY THEY FEEL RUSHED AT MEAL TIME. Because more than 60 percent eat in the hospital café regularly, Aramark saw a major opportunity to improve the dining experience for nurses.

As regulars at the hospital café, nurses typically know what they want to eat, and are often slowed down by visitors unfamiliar with the layout and offerings. By placing kiosks at the two entrances, at the grill and deli, and at high-traffic stations, nurses and regular diners save time and aggravation by placing their order and effectively skipping the line.

Kiosks deliver on all four value triggers.



QUALITY Items are made fresh for each order.



HEALTHY Menus are integrated with Aramark's popular Healthy for Life® health and wellness initiative; kiosks are compliant with National Menu labeling laws.



CONVENIENCE Kiosks allow users to skip the line and collect their side dishes while their orders are being made.



PERSONALIZATION Users can customize their orders so that it is made just the way they like it.



"I'm more likely to order from the cafeteria now," said Katie, a nurse at Lankenau. "It's made it a lot easier to see all of my options and place my order quickly. I really do love the kiosks."

In addition to speeding up service, kiosks provide personalization and up-sell opportunities while capturing hidden costs often lost by personalizing orders vocally—an extra slice of cheese here or double meat there can add up to thousands of dollars over the course of a year.

**UP-SELL RATES
INCREASE BY**

12%

Because the kiosks link with the PRIMA Web food management system, Aramark was able to identify an unexpected trend—avocado as a popular add-on to sandwiches—and plan its purchasing accordingly.





Green Chili
Chicken Tacos



Restaurant Rotation Brings Global Dining and Growth to the Café

It's said that variety is the spice of life. According to the National Restaurant Association, 80 percent of consumers eat ethnic cuisines at least once per month, with more than 40 percent eating 4–6 different styles.

Because 75 percent of Americans like when restaurants with mainstream menus offer ethnic options, and only 33 percent of nurses nationwide say they are pleased with the ethnic food offered in their cafés, Aramark created Restaurant Rotation to deliver the on-trend menus staff demand by bringing authentic ethnic and regional restaurants to hospitals.

In 2016, Lankenau test marketed six of Aramark's Restaurant Rotation options: Zoca (Mexican), Tavolino (Italian), Noodle Fix (Global Noodle Varieties), Republic of Spice (Indian), Road Trip America (Regional U.S.), and Chopsticks (Modern Stir-fry). They generated \$60,000 in incremental revenue.

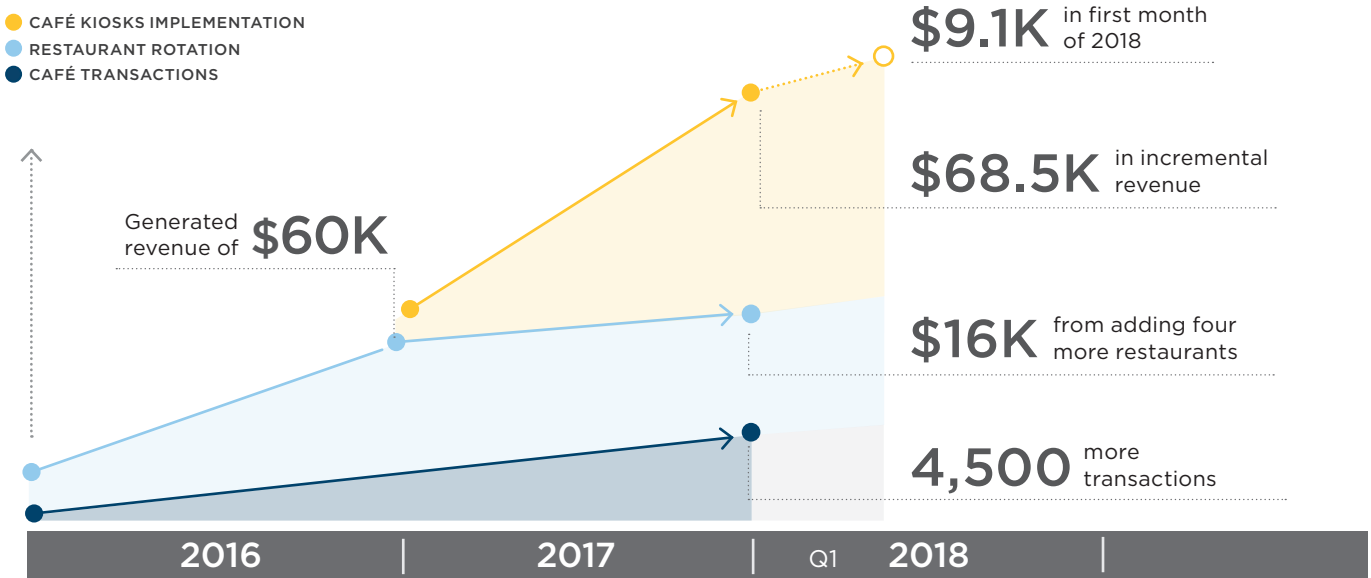
In 2017, four more concepts were added to the rotation: Bibim-Box (Korean), Barbecue District (Regional U.S.), Mighty Bowl (Global Ancient Grains), and Taco del Seoul (Korean-Mexican Fusion). The new menus generated more than \$16,000 in incremental revenue, without adding equipment or square footage to the café.



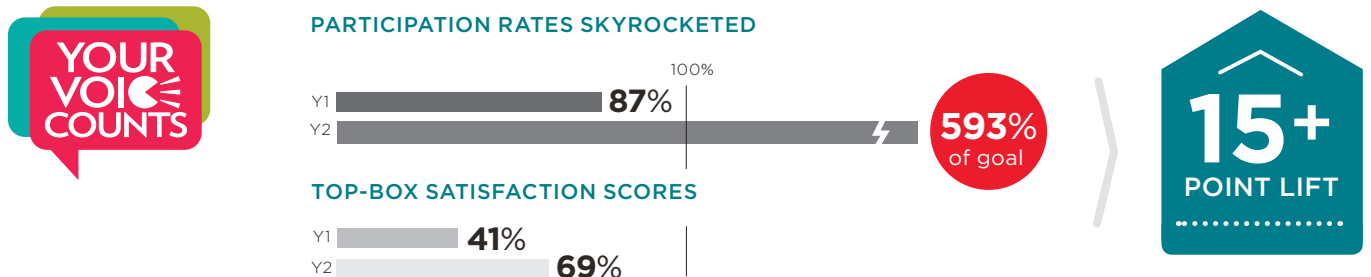
CONTINUOUS INNOVATION. COMPOUNDING GROWTH.

Keeping a finger on the pulse of the American diner enables Aramark to continually innovate the dining experience. At Lankenau Medical Center, two of these innovations—kiosk ordering and Restaurant Rotation—have led to nearly \$150,000 in revenue growth. Building on this success, the two programs are being rolled out across Main Line Health. In the first month of the kiosk implementation, incremental system sales for the grill and deli are already up by more than \$9,000.

SALES GROWTH SINCE 2015



YOUR VOICE COUNTS



ABOUT LANKENAU MEDICAL CENTER



Our focus at Main Line Health is on the Patient Experience,” said Barbara Wadsworth, Chief Nursing Officer Main Line Health. “Delivering a great patient experience starts with an engaged nursing staff. The Aramark team really listens to our needs and brings programs that make our days better and our jobs easier.”



PARTNERSHIP AT A GLANCE

Partners Since: 2000

Staff Size: 2,486 full-time employees

Patient Beds: 370

About Main Line Health

At Main Line Health’s core are four of the Philadelphia region’s respected acute care hospitals—Lankenau Medical Center, Bryn Mawr Hospital, Paoli Hospital, and Riddle Hospital—as well as one of the nation’s recognized facilities for rehabilitative medicine, Bryn Mawr Rehabilitation Hospital.

Main Line Health also includes Mirmont Treatment Center for drug and alcohol recovery; Main Line Health HomeCare & Hospice, which includes skilled home health care, hospice, and home infusion services; Main Line Health Centers located across the Philadelphia region in Broomall, Collegeville, Concordville, Exton, and Newtown Square; Lankenau Institute for Medical Research, a biomedical research organization; and Main Line HealthCare, one of the region’s largest multispecialty physician networks.

Main Line Health is the recipient of numerous awards for quality care and service, including System Magnet® designation, the nation’s highest distinction for nursing excellence, the Mid-Atlantic Alliance for Performance Excellence (MAAPE) Excellence Award, and recognition as among the nation’s best employers by *Forbes* magazine. Main Line Health is committed to creating an environment of diversity, respect and inclusion and has proudly embraced the American Hospital Association’s #123forEquity Pledge to Act to eliminate disparities in care. Main Line Health is dedicated to advancing patient-centered care, education and research to help the community stay healthy. To learn more, visit mainlinehealth.org.

About Lankenau Medical Center

Lankenau Medical Center, a member of Main Line Health, is recognized as a national leader in advancing new options to diagnose and treat illness, protect against disease and save lives. Located on a 93-acre campus just outside of Philadelphia, Lankenau Medical Center is a 389-bed, not-for-profit teaching hospital that includes one of the nation’s leading cardiovascular centers; the Lankenau Institute for Medical Research, one of the few freestanding hospital-associated research centers in the nation; and the Annenberg Conference Center for Medical Education, that trains over 100 new physicians each year through nationally ranked residency and fellowship programs. Lankenau has received both regional and national recognition for its excellence in providing state-of-the-art, quality care. For more information about Lankenau Medical Center, visit mainlinehealth.org/lankenau.

To find out how Aramark can help your healthcare system create an innovative, scalable, repeatable, and profitable model for retail dining, contact Aramark today. For more information, visit us at: healthcareinsights.aramark.com.