

A Look Inside the Renovation of Moffitt Cancer Center's Hospital Cafeteria





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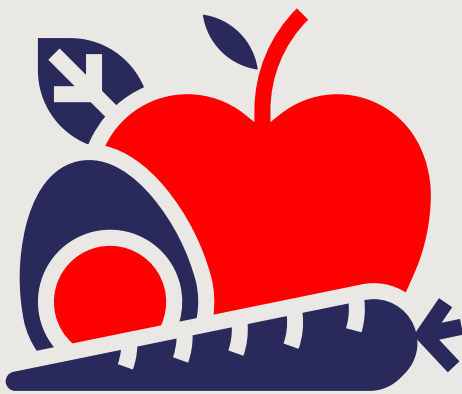
A patient or visitor who walked into the Moffitt Cancer Center cafeteria in 2014 would probably feel as if they had gone back in time — the cafeteria was not an appropriate reflection of a world-class cancer treatment and research facility.

The cafeteria was part of the original building's construction in the 1980s. It was dated with a linear layout. The 80's vibe was complete with neon signs to mark food stations.

The carpet flooring was in disrepair, the room was dimly lit, and the space was closed off from the rest of the hospital.

Due to limited cafeteria investment, the food options were mostly frozen, canned, and unhealthy. Their most popular entree was baked ravioli, which contained canned ravioli and frozen meatballs. The salad bar was small with limited fresh ingredients.

On top of the unsatisfying food options, there were food safety issues due to broken appliances and poor storage. Unhealthy eating options didn't reflect the values of a place of healing and well-being.



The recent rise in health-conscious consumers means trips to the cafeteria may leave customers unhappy with their overall hospital experience. In addition, the primary consumers are highly-trained clinicians who know the importance of health food.

THE IMPORTANCE OF PATIENT, VISITOR, AND EMPLOYEE SATISFACTION

There are plenty of reasons to prioritize healthy eating in your hospital cafeteria, including patient satisfaction, employee happiness, and the general well-being of the people who walk through your hospital doors.

Concerns at the Moffitt Cancer Center put the hospital's success in jeopardy. Low patient satisfaction scores can decrease revenue and unhappy team members increase the risk for high employee turnover.

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In a time of competition and service-oriented healthcare, the patient experience — and patient loyalty — is essential to a hospital's success. At the Moffitt cafeteria, patients were leaving unsatisfied every day, and it needed a makeover.

Revamping a cafeteria may sound daunting, but it can be a manageable and effective project, especially with the right resources.

The Moffitt Cancer Center in Tampa, Florida was up to the challenge. By partnering with Sodexo, they achieved significantly improved results, which continue to benefit patients, visitors, and employees every day.

THE RENOVATION OF MOFFITT CANCER CENTER CAFETERIA

In 2014, the hospital began discussions about renovations, and by 2015, they had an agreement with Sodexo to evaluate and propose solutions to their cafeteria challenges.

The new concept for the cafeteria was “Fresh Inspirations.” Goals during renovations included:

- Incorporating fresh foods
- Building a more efficient layout
- Creating a welcoming atmosphere
- Replacing broken equipment, including the grill and refrigerator
- Upgrading dining furniture
- Addressing other construction issues, such as plumbing upgrades

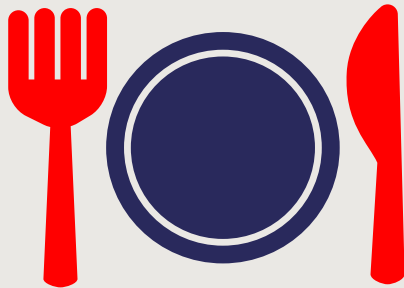
Construction began in July of 2017 and ended in October of 2017. The new Moffitt Cancer Center cafeteria opened its doors to the public in November of 2017 — and the changes impacted more than just the mouths of its visitors.

THE RESULTS: SATISFACTION AND SALES

The new and improved cafeteria proved to be worth the investment, in terms of both time and money. The new layout and healthier food options benefitted the hospital financially, while also prioritizing the health of the cafeteria’s visitors. Customers spent more, fresh food cost the hospital less, and everyone left the cafeteria much more satisfied.

Immediate benefits of the renovated cafeteria included:

- An average total purchase increase from \$5.03 to \$5.99
- A weekly visitor increase of about 2,000
- An increase in average weekly sales by nearly \$20,000
- A decrease in food costs by over 5%



After the renovation, over

80%

of the customers who visited the new Moffitt Cancer Center cafeteria said they were either satisfied or very satisfied.

With the new cafeteria, patients, visitors, and employees could dine on nutritious food in a welcoming atmosphere. They no longer had to force their way through chaotic lines, decide on which option was less unappetizing than the next, or sit in a dark and dreary atmosphere.

As a result, customers left happier, healthier, and feeling more positive about their hospital experience.

THE KEY TO RENOVATING A HOSPITAL CAFETERIA

Despite the pressure to provide healthier and more satisfying food, many hospitals struggle to find ways to improve the eating experiences within their walls. Rising food costs and budget cuts can make a renovation seem impossible to afford.

By partnering with a food service consultant such as Sodexo, you can minimize confusion and potential risks during the transition. Our expert advice can help you save time and money in order to provide a more positive experience in your cafeteria and increase revenue in the long run.

Sodexo can customize a plan for your hospital to provide the best value for your patients, visitors, and employees. That way, you can focus on running a hospital that provides the best possible care to its patients.