

WHAT DO HOSPITAL PATIENTS –ADULT & PEDIATRIC– WANT FROM THEIR DINING EXPERIENCE?

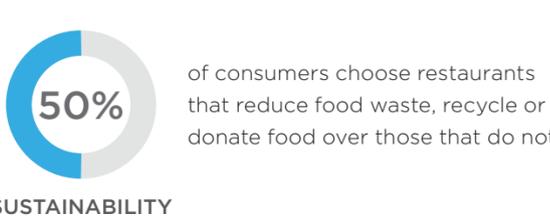
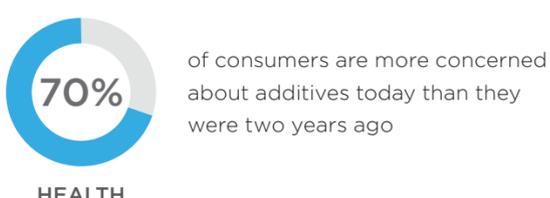
According to a national survey, 64% of patients look forward to meal time. However, only 74% reported being satisfied by hospital meals—a rate well below the 91% overall satisfaction with the hospital in general. It is clear food tastes and preferences do not change just because a consumer is in a hospital bed. **So, what do hospital patients want from their dining experience? And how are those desires different for pediatric patients?**

MEALTIME IS IMPORTANT

Mealtime allows for a sense of normalcy during an otherwise stressful situation. **Why?**

- Patients are empowered to choose what they want to eat.
- Mealtime offers a moment where people are serving them, not attending to their medical needs.
- The longer the stay, the more important mealtime becomes for a patient.

4 UNIVERSAL CONSUMER DINING TRENDS



DEFINING THE NEW HEALTHY

NATURAL



FRESH



UNPROCESSED



WHAT'S ON THE MENU?



The most popular type of meal ordered by patients:

- Full entrees
- Fruits
- Salads
- Sandwiches

Preferences vary by age:

- Patients 25-45 prefer smoothies, pizza and wraps
- Patients over 46 prefer entrees, soups and salads
- Patients 25-45 are concerned about red meat, dairy and gluten
- Patients over 46 are concerned about salt, sugar and fats

Patients want bold flavors:

- On-trend, ethnic options
- Comforting, packed with flavor
- Texture is still a priority

...BUT WHAT ABOUT PEDIATRIC PATIENTS?



NEWBORN → 18 YEARS OLD
VARYING AGES, VARYING TASTES.

Ages 5-13 want:

- Familiarity and comfort
- Similar to a school lunch
- Creativity
- Variety and options for customization

Ages 14-18 want:

- To be treated like adults
- Larger portions
- Ethnic and authentic food choices

CHALLENGES

Disruptive treatment schedules
Solution: Supplement with snacks
Hot Tip: Opt for brand-name treats and customizable toppings

Pediatric facilities are complex
Solution: Craft an accessible retail dining space
Hot Tip: A variety of choices and change of scenery help caregivers de-stress

Hospital patients already have enough to worry about without wondering if their next meal is going to be palatable. **By creating value through convenience, customization and fast service, hospitals can offer a dining experience that increases patient satisfaction.**



Discover how implementing the right dining model improves patient satisfaction in this case study.