



# How Healthcare Systems Can Attract & Retain Top Millennial Nursing Talent

The healthcare workforce is changing—and fast. **By 2024, 649,100 nurses will be retiring and their roles will need to be filled with younger generations of nurses.**<sup>1</sup> As Millennial Nurses begin to enter the workforce, their expectations of workplaces are different than the current generation and employers will need to make modifications to hire and retain this new wave of talented nurses.

## What Millennial Employees Look for:

78%

of Millennials are strongly influenced by how innovative a company is when deciding if they want to work there<sup>2</sup>

45%

will choose workplace flexibility over pay<sup>2</sup>

25%

value feeling a sense of accomplishment with their work<sup>3</sup>

## How Companies are Shifting Workplace Factors for Millennials:<sup>4</sup>

- ▶ Providing feedback more frequently, compared to previously conducting annual reviews
- ▶ Offering team-building exercises and experiences
- ▶ Increasing benefits and creative perks
- ▶ Allowing flexible schedules to improve work-life balance
- ▶ Encouraging entrepreneurship and internal innovation
- ▶ Providing dining experiences that cater to the unique tastes of younger generations

## Top 5 Consumer Dining Trends:<sup>4</sup>



### HEALTH:

87% are trying to make changes toward a healthier lifestyle



### ENGAGEMENT:

85% have a strong need for social interaction



### SUSTAINABILITY:

74% want food companies to be more transparent about manufacturing and sourcing practices



### CONVENIENCE:

62% order on-demand at least once a month from third-party services



### AUTHENTICITY:

28% say they enjoy new kinds of global cuisine

## 88% of nurses say good food has a positive impact on their mood

With their irregular schedules, the majority of nurses look forward to mealtime as a break from the demands of their day.

When dining away from home, Millennials look for varied options with the ability to customize meals to their cravings.

### DID YOU KNOW?

**More than 60% of nurses dine in the café regularly<sup>5</sup>**

*Here is what they are interested in...*

## What Sounds Good?

### Nurses Prefer These Food Options While on Shift:<sup>4</sup>

57%

Sandwiches

51%

Salads

49%

Entrées

25%

Soups

19%

Wraps



## How You Can Stay on Top of Dining Trends:

Retail dining environments give employees more than just tasty food options. They balance a nurse's need to relax, recharge, and reconnect by promoting inspiration and wellness as well as convenience and speed of service.

## Tips to Exceed Nurses' Expectations:

1

**Provide a variety of authentic cuisines:**

More than 1/3 of Millennials order something different every time they visit a restaurant.<sup>3</sup>



2

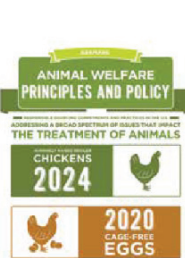
**Healthier options:**

Decrease sodium, saturated fats and calories in your recipes—then market it on your menus.

3

**Accessibility:**

Offer hot and cold specialty beverages, grab-and-go snacks and right-size refreshments whenever time-crunched nurses need it.



4

**Sustainability:**

Incorporate programs and processes to source products responsibly, minimize waste, operate efficiently and reduce the impact of your transportation fleet.

5

**Engaging spaces:**

Create modern, communal spaces to inspire creativity and encourage collaboration, giving nurses a place to refuel.



Nurses' daily duties can be taxing—the last thing they need to worry about is finding a satisfying meal. By adjusting to the demands of a new generation of nurses, healthcare systems can provide better meal options and an overall better environment for their employees that will help retain today's top talent.



Discover how implementing the right dining style also improves patient satisfaction in this [case study](#).

### SOURCES:

1. American Association of Colleges of Nursing, "Nursing Shortage Fact Sheet"

2. The Lee Group, "Strategic Examples of How Companies are Appealing to Millennials"

3. Restaurant Hospitality, "5 Menu Trends Driven by Millennials"

4. Attracting and Retaining Top Nursing Talent: Bridging the Generation Gap Insights by Aramark

5. Aramark Healthcare Hospitality Case Study, "For Lankenau Medical Center, Better Patient Satisfaction Scores Start in the Café"