



ABOUT DM&A

DM&A offers the industry a full service consulting firm across all of North America and Australia. The DM&A team consists of highly experienced, internationally recognized coaches, bringing unparalleled knowledge, experience, and training to each client location. DM&A's Suite of Services supports our clients' organizational goals in becoming the "Best of the Best" in the areas of culinary prowess, food presentation, creating a culture of customer service, and high patient satisfaction measurement outcomes. The same is true in the environmental services discipline.

DM&A is home to the nationally acclaimed Destination 10[®] Performance Improvement Process and the leading authority in hospital room service implementation. DM&A also provides national support for interim leadership and helps clients transition back to self-op from a contracted environment.

DM&A works with you to understand your goals and work collaboratively to keep your program intact by providing the solutions necessary to compete, innovate, and thrive!

YOUR SUPPORT SERVICES SOLUTIONS PROVIDER!



MENU OF SERVICES

1. Contract *TO* Self-Op
2. Operational Assessments
3. Interim Management
4. Executive Recruiting for Healthcare
5. Hotel Style Room Service
6. Room Service Tune Up
7. Design and Renovation
8. No Call Center
9. Software Support
10. Retail 360
11. Destination 10 for Food Service
12. Destination 10 for Environmental Services
13. Catalytic Leadership Academy
14. Customer Service Academy
15. Healthcare Culinary Academy
16. Culture Transformation
17. Malnutrition Documentation Program
18. K.N.D.\$ (Financial Management)
19. R.E.A.P. (Cost Reduction)
20. Good to Best Conference

CONTRACT TO SELF-OP



How to reach “Best in Class” and stay there forever!

DESCRIPTION

DM&A provides everything a facility needs to successfully transition from a food or EVS contractor to self-managed Food Service or Environmental Services.

WHY IS HELP NEEDED?

- ★ The transition from contract to self-op is complex and must be carefully managed to avoid serious consequences. This is such a major project that to simply assign it to an “on staff” person and expect him/her to handle it is not realistic.
- ★ When food contractors leave, they generally remove some or all of their systems, creating a significant void.
- ★ Often the management team also leaves, and a new one needs to be hired.

DM&A CAN PROVIDE

- ★ An onsite transition coordinator (90 to 120 days)
- ★ New customized policies and procedures
- ★ New menus and recipes
- ★ Assistance in hiring a new management team
- ★ Temporary management personnel
- ★ Any and all support

WHY DM&A?

- ★ The transition should be managed by a firm that has the manpower, tools, systems, and experience to facilitate a smooth transition.
- ★ DM&A can provide all of this, plus guide the hospital to “Best of Class” in all areas at the same time.
- ★ DM&A always generates success. Ask our clients!



Testimonial

It is hard to believe we are approaching the one year anniversary of our conversion from contract management to self op. Without a doubt, our conversion went better than we could ever have anticipated due to the involvement and guidance of DM&A. It was a difficult decision to even consider the daunting task of converting 7 hospitals in 7 separate locations. But the structure provided by you and the DM&A team created a detailed road map for success.

We can't thank you enough for providing the management resources for each of the 7 hospitals during the conversion. Without the DM&A resources it would have been difficult at best to accomplish the transition. We appreciate the support throughout the recruitment process for the new leadership team and the on-boarding services provided to this team.

As we continue our journey, we are beginning to see the financial results with our Premier I USFOODS relationship and our focus on product and menu standardization. You may remember DM&A also worked with the RHS Supply Chain Team to convert to our GPO food distributor the same day we converted to self op!

The accomplishments are many and include improved Press Ganey/Patient Satisfaction scores in all of our facilities, improved financial performance, improved team member satisfaction and stronger and better qualified leaders. Overall, while the decision was tough, and the transition was bumpy at times, we would make the same decision today that we made in December of 2013. We are excited that our new System Director for Nutrition Services has joined RHS this week. We still have much to do, but we have a plan and a road map on how to get there.

Bill, thank you for your support, for the DM&A resources and for helping us through the transition. Without you and DM&A, our job would have been much more difficult and we never would have been able to meet our timeline.

Wishing you and the DM&A team all the best,
Diana L. LoVecchio
Vice President Shared Services
Riverside Health System

OPERATIONAL ASSESSMENTS



DESCRIPTION

A well-oiled Foodservice and EVS operation is instrumental to your facility's success. But sometimes when things have been run the same way for a long time, it's hard to see the opportunities for improvements. That's why you should consider opening up your facility to our expert consulting team for a site evaluation. You'll get a thorough, impartial operational assessment that will help you improve efficiency, improve satisfaction results, drive down costs and grow retail sales (Foodservice) - transforming your department into a High Performance Team. We'll start by requesting data in advance of the site evaluation. Then our consultant coaches perform a walkthrough of your operations, looking at everything from how you do your purchasing to how you schedule your staff, and every detail in between. We'll make recommendations based on our findings for you to implement on your own with support from DM&A!

WHY BOTHER?

Many operators utilize the results of a professional, third party evaluation to justify the need to Administration for making changes or to demonstrate the need for special projects, such as renovation or room service.

EXAMPLES OF AREAS OF PERFORMANCE TO ASSESS AND EVALUATE:

FOOD SERVICE

- ★ Financial Performance
- ★ Staffing Levels
- ★ Retail Services
- ★ Patient Meal Service
- ★ Clinical Practices
- ★ Automation
- ★ Catering Services
- ★ Purchasing Practices
- ★ Employee Culture
- ★ Customer Service
- ★ Culinary Practices
- ★ Contract Services

EVS

- ★ Financial Performance
- ★ Staffing Levels
- ★ Hazardous Waste Analysis
- ★ Equipment Usage Evaluation
- ★ Automation
- ★ Purchasing Practices
- ★ Employee Culture
- ★ Customer Service
- ★ Contract Services

ADDITIONAL OPTIONS

This assessment can also be expanded into a 5-year strategic plan.



INTERIM MANAGEMENT



THINGS CHANGE - Why Not Have a Plan?

DM&A Interim Management & Staffing

DM&A offers you temporary Food Service Directors, Environmental Services Directors, chefs and managers for any defined length of time.

It is an absolute certainty that at some point your facility's Food Service or EVS division will have an unplanned absence of leadership. Relocation, retirement, maternity, sabbatical, lottery winner, and a host of other reasons are difficult to foresee. Most hospitals have no "batter's box" of trained managers ready to fill the gap. If they did, that move would then create another gap in the lean staffing pattern.

With pressures continuing to mount for hospitals to perform, absences of 30 days or more can have a negative effect on departmental operations and patient satisfaction scores.

2014 is the kick off year for new reimbursement calculations, and your organization is at unnecessary risk when initiatives for high performance goals cannot be realistically achieved.

We at DM&A know that changes from one day to the next occur suddenly and often without warning. In the event that you need our highly skilled Rapid Response Team support, they are ready throughout the continental US with only a call.

Why DM&A?

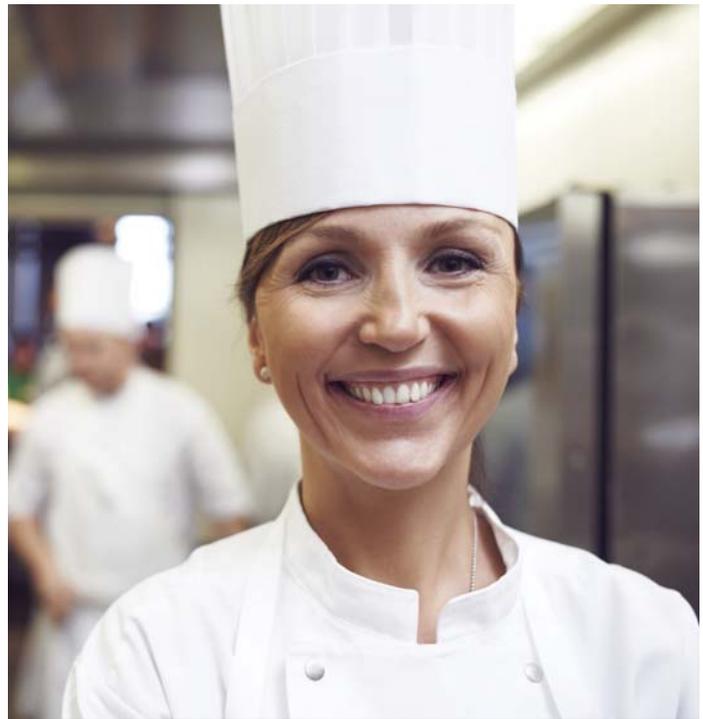
DM&A has always been your resource for many quality-driven support tools. Drawn from a pool of well vetted, industry professionals, Interim Management addresses this continual need.

We excel at leveling vacancies for Chefs, Directors, CNMs, RDs, and Managers and have an ongoing list of projects across the country where clients have experienced a "gap" in management coverage. No matter the reason, we have always met the challenge by matching the DM&A coach to the client culture and need.

DM&A Interims are much more than status quo, fill-the-gap managers/directors. They strengthen the foundation and improve the performance of each facility in preparation for the new person coming on board. Net sales improve, and they bring stabilization, satisfaction, and development to the hospital that hires them.

Contact DM&A to help plan for a known absence or to assist with your challenge—whether an interim opening or to fill the gap until you source new leadership.

We also have an outstanding Executive Recruiting Service, addressing permanent replacement needs.



Recent Interim Staffing Clients

Jewish Home of San Francisco
San Francisco, California

**St. Helena Hospital
Center for Behavioral Health**
Vallejo, California

Applewood Estates
Freehold Township, New Jersey

Providence Health & Services
Anchorage, Alaska

Ridgeview Medical Center
Waconia, Minnesota

Cypress Fairbanks Hospital
Houston, Texas

Hospital System in South Florida
Facility Name withheld by Client

EXECUTIVE RECRUITING



Let DM&A help you find the best person for the job!

DESCRIPTION

DM&A will help you find top-notch professionals for your hospital executive vacancies. Hiring the right executive team member is pivotal to becoming successful in healthcare food service.

DM&A can meet all of your recruiting needs, delivering highly qualified candidates while significantly reducing hiring time. Let our experience, network, and knowledge of healthcare food service take the worry out of your hands. We work for you to help find the best person for the job!

Call and ask about our tiered recruiting support program.

RECRUITING PRICING

Starting at \$6,000, DM&A will:

- ★ Promote your open position to DM&A internal network of approximately 10,000 healthcare professionals. (The recruitment may be done confidentially if desired.)
- ★ The DM&A team of 35 consultants will promote the position to their personal contacts.
- ★ DM&A will post the position in all major sources (including industry, online, social media and DM&A website).
- ★ DM&A will screen all applicants and interview prospective candidates.
- ★ DM&A will present to you the applicants that most closely match your needs.
- ★ Then you select the candidate you like the best!

DM&A will support the recruiting of a new candidate if the selected candidate of choice does not stay on payroll for the initial 90 days of employment. The 90 days begins with job acceptance. It is expected that the hospital makes the job offer benefits, such as moving allowance or bonus to cover personal relocation, payable after the 90 day probationary period has elapsed.



HOTEL STYLE ROOM SERVICE DM&A

Providing customers what they want, when they want it!

WHAT IS HOTEL STYLE ROOM SERVICE?

- ★ Customer order **what** they want, when they **want** it from a customized restaurant-style menu.
- ★ Similar to room service in a hotel.

WHY HOTEL STYLE ROOM SERVICE?

- ★ It generates the highest **customer satisfaction** scores.
- ★ Customers eat much **better**.
- ★ It costs **less** than other methods of “in room” dining.
- ★ It is the most “**green**” method of “in room” dining.
- ★ It gives your facility a **competitive advantage**.

WHERE DO YOU BEGIN?

- ★ Engage DM&A to do a room service feasibility study.
- ★ The feasibility study provides:
 - Return on investment
 - Financial investment
 - Equipment specifications
 - Staffing requirements
 - Customized room service design
- ★ If approved, DM&A helps you develop and implement your room service program.

HOTEL STYLE ROOM SERVICE COST SAVINGS

Hospitals typically save \$100K to \$125K annually in food and supply expenses per 100 census. Exact savings are calculated and substantiated during the room service assessment, feasibility study, plan, and budgetary estimate.

WHY DM&A?

- ★ DM&A has the team, expertise, systems, and resources to facilitate a smooth transition to Room Service in North America and Australia.
- ★ Generally, you don't have the time or expertise to do it yourself.
- ★ Implementing room service is very complex. It is like opening a new restaurant. Why try to reinvent the wheel when DM&A already has the expertise and tools needed?
- ★ DM&A can help prove to administration that most of the time room service pays for itself even after all start-up expenses.



Hotel Style Room Service at:
Mater Health Services
South Brisbane, QLD
Australia

Hotel Style Room Service Testimonials

“The transition from Food Service Tray Line to Room Service has changed not only the way we operate but it has changed the culture of my department...DM&A Coaches were with me from building the foundation of the new service to teaching the logistics, creating the menu, the implementation of policies and procedures, to the training plan and the execution of training on go live week. You and your group know this work and handle this in a way to make sure that all the pieces fit together seamlessly...I cannot thank you all enough for all you have done...DM&A has their hand on the pulse of support services. You are making a difference!”

Jason Terry

FSD – South Central Regional Medical Center

“Kirby Medical Center has had the pleasure of working with DM&A...in planning and developing the Food & Nutrition Service department. Our personal experience with DM&A has been beyond satisfactory...it has been exceptional. In every single instance, their counsel was excellent, their staff professional, and their attention to detail amazing...It is without reservation that I recommend the comprehensive services of DM&A”

Steven D. Tenhouse, FACHE - CEO
Sara E. Wade, MS, RD, LDN - FSD
Kirby Medical Center

ROOM SERVICE TUNE UP



Take your patient satisfaction above the 90th percentile!

Does your existing Room Service program meet expectations?

Is your Room Service program “World Class”?

Are you delivering 90% Patient Satisfaction results or better?

**Our Destination 10 Process,
— an Industry Exclusive —
always delivers better
patient satisfaction scores
and higher food quality!**

As the largest healthcare food service consulting firm in North America, **we can take you there!** Our team of diverse chefs, renowned food managers, and Registered Dietitians are the best in the industry and will work collaboratively at your facility.

Examples of areas to be reviewed:

- ★ Food quality and customer service
- ★ Temperatures of food items on the tray at point of service
- ★ Temperatures of food items in kitchen on line reach and on the steam table
- ★ Tray arrangement
- ★ Plating techniques for both hot & cold items
- ★ Garnishes
- ★ Service ware on tray
- ★ Room service menu
- ★ Degree of diet/menu liberalization
- ★ Inventory (supplies) placement in the production suite
- ★ Design and upgrade opportunities
- ★ Timeliness of delivery to patient

The most experienced room service coaches in the country will come to your facility and evaluate the existing program and gauge opportunities for improvement.



COMPLETION OF TUNE UP

Upon completing the review of current practices at your facility, DM&A Room Service Coaches will help you develop and modify existing processes, while demonstrating and implementing opportunities to propel you to the 90th percentile or higher. The latest technology trends and advancements will be presented:

- ★ Recipes and concepts
- ★ Tasting and scoring process
- ★ Menu rewrites / design
- ★ Incorporate a “build your own” menu feature
- ★ Hot & cold deli sandwiches
- ★ Pasta bar / build your own options
- ★ Breakfast that patients and staff will love
- ★ Hand-tossed special salads
- ★ Creative, simple, yet elegant sauces
- ★ Menu of specials from existing favorites
- ★ Food specifications for all items
- ★ Steam table and line layout diagrams
- ★ Staff culinary training
- ★ Customer service training – proven techniques for your unique facility
- ★ Design and upgrade opportunities
- ★ Possible labor savings in call center, production, host / hostess
- ★ Green, sustainable suggestions

DESIGN AND RENOVATION



Designs meeting your goals and objectives

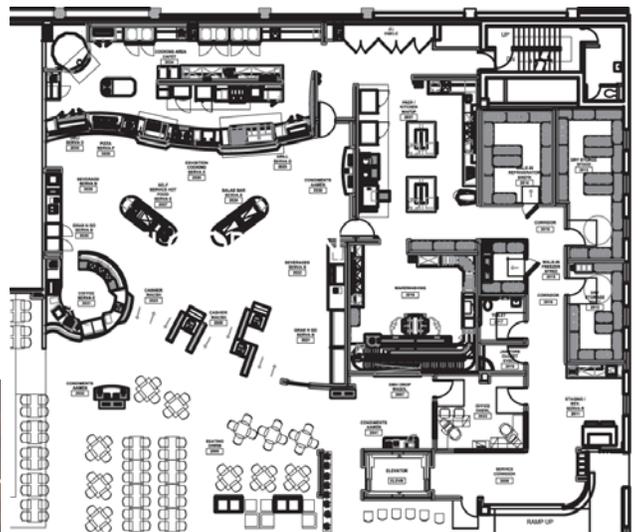


Quality Design Services

VISION → PLANNING → ENGINEERING → OPERATIONS → IMPLEMENTATION

RANGE OF SERVICES

- ★ Food Service & Interior Design
- ★ Laundry & Warehouse Design
- ★ Master Planning
- ★ Concept and Menu Development
- ★ Branding Strategies
- ★ Acquisition, Real Estate and Asset Valuation
- ★ Project Management and Administration
- ★ Back of House Systems Design
- ★ Resolution Management
- ★ Management Advisory Services (MAS)
- ★ Procurement Strategies and Services
- ★ Robotic Evaluation



Quality Programming Services



Procurement / Installation

NO CALL CENTER



The Evolution of Room Service in Healthcare!

Do you currently have Room Service
but have NOW been asked to
reduce your FTEs?

**TRANSFORM YOUR PROGRAM TO A
“No Call Center” Room Service, DESIGNED BY
DM&A!**

WHAT IS “NO CALL CENTER” ROOM SERVICE?

- ★ The next, logical progression in the maturity of your room service platform.
- ★ It is the next step towards improving your current Room Service program
- ★ Ambassadors are assigned to specific nursing units
- ★ Patients call the Ambassador when they want to order their meals
- ★ A porter delivers the meals to the Ambassador, who then distributes the meal to the patients

Advantages:

- ★ Improved Nursing relations
- ★ Patients can still order their meals when they want them (different from Spoken Menu)
- ★ There are patients who prefer the interaction with an Ambassador vs. using the phone
- ★ Reduction in FTEs OR REDIRECTION AND REASSIGNMENT OF FTEs TO ENHANCE PATIENT CARE

Is “No Call Center” Room Service Right for you?

- ★ Contact DM&A for a DETAILED OPERATIONAL evaluation and A 10-YEAR ROI PROVING THE VALUE for THE “No Call Center”

DM&A Room Service Success Coaches can assist you with:

- ★ Creating a NEW staffing matrix
- ★ Hardware specifications for tablets and phones
- ★ Modifying existing policies and procedures
- ★ Review of Software layout and make recommendations for enhancing use on tablets
- ★ Staff training for taking orders at bedside
- ★ REINFORCE AND UPDATE CUSTOMER SERVICE TRAINING
- ★ Go-live support



No Call Center Client



Indiana University Health

Reference:

Jane Ewing, MS, RD
Director, Food and Nutrition

10 Year Estimated Return on Investment

Year	1	2	3	4	5	
Net savings	\$204,930	\$280,634	\$289,053	\$297,724	\$306,656	
Year	6	7	8	9	10	Total
	\$315,856	\$325,331	\$335,091	\$345,144	\$355,499	\$3,055,919

Software Implementation and Optimization

Description of Service

Successful implementation and management of a Food and Nutrition Software System depends 90% on the project management skills, people and organizational skills, and technical skills of the individuals responsible for the implementation. The DM&A Software Implementation and Optimization experts work with your staff to ensure your project is successful and your investment is maximized.

Why isn't Software Vendor support enough?

- ★ The vendor provides technical support about how to enter and maintain data in the system.
- ★ Some trainers have limited or no Food and Nutrition operational experience so they are not able to assist you in making decisions about how to best implement the system to match your operational needs.
- ★ Fully developed systems have proven to increase efficiency in your organization if implemented properly. This means that you want to make decisions that will improve the workflow, not just automate it.
- ★ Limited support from trainer between training sessions.
- ★ When interfacing to Electronic Health Records, the vendor interface Analyst will assist with the technical aspects, but you must make decisions about the information that will be sent.
- ★ Vendor SOP is that they generally do not train the end user. Those who have just learned the system are responsible for training their own staff.
- ★ Vendor provides limited Go-Live support.

DM&A Software Implementation & Optimization provides:

- ★ Assistance with RFP process and selection of system to meet facility needs
- ★ Complete Project management
- ★ Extensive operational knowledge of software systems in institutional food service and also room service operations to assist you in making decisions on how to implement your system for efficiency and optimal use of investment
- ★ Expertise in interface design for minimal manual workflow in the diet office/call center
- ★ Support throughout the implementation to ensure project is staying on task
- ★ Assistance with workflow design to maximize use of system
Assistance with testing and trouble-shooting systems prior to Go-Live
- ★ End user training
- ★ Go-Live support
- ★ Data entry assistance for the database build



Successful implementation and optimization of current Food and Nutrition Services software system will:

- ★ Increase staff satisfaction – less manual paperwork
- ★ Increase reliability of system implementation
- ★ Increase Patient Safety by having recipes flagged for allergens
- ★ Provide accurate nutrient analysis of recipes and items served
- ★ Assist in managing food costs and maximizing purchasing contracts

TESTIMONIAL

“DM&A has been great to work with. We brought DM&A in to help us implement Room Service. We knew the biggest challenge would be building the Room Service software and integrating it with our current system.

Our DM&A coach, Della Dunbar, is exceptional to work with and is certainly an expert in this area. She knows best practice, is very patient, provides detailed information, and has great rapport with our (software vendor) contacts, in addition to a wealth of understanding of (room service software) applications. Not only did she provide training classes, but one-on-one training with “Go Live”. What a relief...we could not have done this without her!”

Lori Kent, RD
Director of Food & Nutrition Services
Self Regional Healthcare

RETAIL 360°



Increase sales, increase customer satisfaction, increase pride!



MISSION

Our mission is to provide clients with the best possible healthy dining choices for their café regardless of size, operating budget or location. We strive to provide vision, concepts, menu plans, branding and retail standards that will increase sales, increase customer satisfaction, enhance public perception of the organization, and deliver a new level of culinary standards while increasing the pride of the foodservice staff.

RETAIL 360° SUITE OF SERVICES

Your café operation has its own standards, recipes, point of sale and merchandizing components. Our services and deliverables will be custom tailored to your individual operation based on a Café Assessment which will consist of a two day on-site visit based on retail and culinary standards. The assessment will evaluate café concept, menus, goals of the organization, customer survey studies, sales and the potential of the café based on current staffing levels and talent.

- ★ Healthy Dining Concepts
- ★ Low Cost visual re-design for café reimage
- ★ Pizza & Pasta Station Standards
- ★ Salad Station Standards
- ★ Condiment Standards
- ★ Cashier and Point of Sale Standards
- ★ Dessert & Baking Programs
- ★ Grab And Go Standards & Merchandizer
- ★ Presentation Standards for all Food, Beverage and Packaged Products
- ★ Regional Hot Food Bar Standards (Steam table or Heated Shelf)
- ★ Beverage Programs (i.e., Starbucks, Coke, Pepsi)
- ★ Carry Out Programs or Home Replacement Meals
- ★ Overall retail standards, café marketing, and Best Practice for the healthy café
- ★ Grill Station Standards
- ★ Deli Station Standards
- ★ Action Station Standards
- ★ Portable Food Cart Standards
- ★ Customer Service Standards
- ★ Signage Programs
- ★ Retail Customer Survey

DESTINATION 10® FOR FOOD SERVICE



Performance Improvement Process

DESCRIPTION

DESTINATION 10® is a performance improvement process used by food service teams to enable them to reach the highest levels of excellence within a short period of time. Dramatic results have been documented for the last 15 years.

WHAT DOES DESTINATION 10® IMPACT?

Destination 10® impacts all areas of a food service department including, but not limited to:

- ★ Leadership
- ★ Team Culture
- ★ Food Quality
- ★ Customer Service
- ★ Finances

THE DESTINATION 10® PROCESS (A 4-YEAR CERTIFICATION PROGRAM)

- ★ DM&A Coaches are on site for 40 to 45 days over a period of one year.
- ★ The FSD receives a full set of licensed Destination 10® manuals presented in separate 3-ring binders.
- ★ The entire management team receives Destination 10® “day-timer” binders.
- ★ The three academies are implemented over 4 years of progressive training.
- ★ Follow-up visits are scheduled.
- ★ This process is intended to continue indefinitely.

WHAT TOOLS COME WITH THE DESTINATION 10® PROCESS?

Destination 10® comes with the following manuals:

- ★ Catalytic Leadership Academy
- ★ Customer Service Academy
- ★ Healthcare Culinary Academy
- ★ Monitors & Benchmarks
- ★ Inservice Training
- ★ Joint Commission



Destination 10® generates teamwork and happy employees.

Testimonial

Felicia Smith, CDM, CFPP
Dietary Manager
Memorial Hospital of Converse County

**2015 Wyoming Association of Nutrition and Food Service Professionals
Certified Dietary Manager of the Year
&
2015 National CDM of they Year**



“We have seen a lot of changes these past few months and are looking forward to our continued journey with DM&A and the Destination 10 Performance Improvement Process. D/10 program - was developed by Don Miller when he recognized a need for foodservice improvement in Healthcare. Over the years they have developed Best Practices for healthcare foodservice and are the experts in implementing Room Service programs. Our coaches come from various backgrounds with a passion for healthcare foodservice. Thank you so much for getting us started on the D-10 program, there are no words to express how much this means to me and the value it has to my department!”

- Felicia Smith

DESTINATION 10[®] FOR EVS



From Good to Best with Destination 10[®]!

DESCRIPTION

DESTINATION 10[®] is a performance improvement process used by Environmental Service teams to enable them to reach the highest levels of excellence within a short period of time.

WHAT DOES DESTINATION 10[®] IMPACT?

Destination 10[®] impacts all areas of an Environmental Services department including, but not limited to:

- ★ Leadership
- ★ Supervisory Development
- ★ Engaged Team Culture
- ★ Best Practices for positive HCAHPS results
- ★ Infection Control
- ★ Patient & Customer Service
- ★ Financial Management

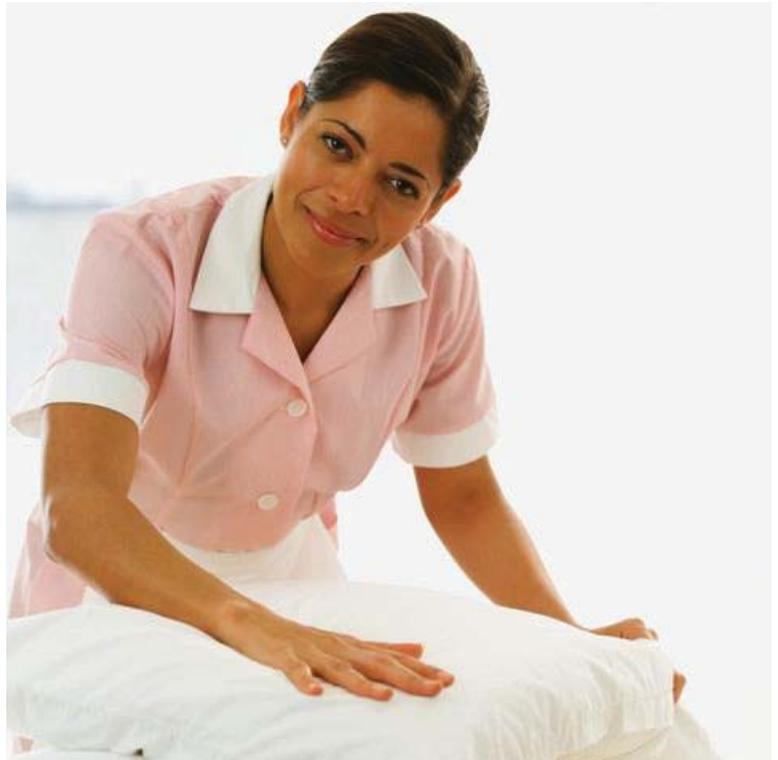
THE DESTINATION 10[®] PROCESS

- ★ DM&A Coaches are on site for 40 to 45 days over a period of one year.
- ★ The EVS Director or Manager receives a full set of licensed Destination 10[®] manuals presented in separate 3-ring binders.
- ★ The Environmental Services Academy modules are implemented.
- ★ Once implemented, the process is intended to last indefinitely.

WHAT TOOLS COME WITH THE DESTINATION 10[®] PROCESS?

Destination 10[®] comes with the following manuals:

- ★ EVS Tool Box (includes Catalytic Leadership Training)
- ★ EVS Customer Service Academy
- ★ EVS Academy



Recently, healthcare organizations have begun to appreciate the impact of the Environmental Services department on patient satisfaction. Cleanliness as perceived from the patient and family's perspective is a major factor affecting overall patient satisfaction. With national attention on hospital-acquired infections, the important role of EVS departments in preventing the spread of potentially harmful bacteria has become significant. The Destination 10[®] Process is designed to move EVS departments from Good to Best.

When the Destination 10[®] process is already being employed in the food service department it makes sense to also utilize Destination 10[®] in EVS to take advantage of economies of scale. Utilizing Destination 10[®] in EVS creates an alignment of management and staff across these two important service provider departments with the common goal of providing optimum customer service.

CATALYTIC LEADERSHIP ACADEMY

(A Functional Tool within Destination 10)



When 'BEST' is available, good is no longer good enough!

DESCRIPTION

DM&A provides customized classroom and hands on catalytic leadership training for Food Service and Environmental Services. The training program can be one day or multiple days spread over an extended time period.

WHY IS IT NECESSARY?

The bar has been raised so high that all teams can use support, training, and coaching to reach idealistic company objectives. The best athletes in the world have one or more coaches to help them continually achieve higher levels of success. DM&A coaches can help food service teams do the same.

THE PROCESS

The Catalytic Leadership Academy process is unique because it first involves an extensive diagnosis of current leadership and management practices using a proprietary scoring system. Overall results are analyzed and strengths and weaknesses are identified. Customized training is then provided to strengthen those areas of weakness.

THE TRAINERS

DM&A trainers and coaches are all experienced, nationally recognized, and highly credentialed leaders in the field.

THE TOOLS

DM&A has developed a unique combination of leadership and management-style scoring and monitoring tools that help guide and drive success.



The Signs of Catalytic Leadership

When team members do their job 100% with passion, when each team member maintains a winning attitude and team spirit, when all team members are excited to come to work and treat each other with respect, and when the quality and service is a "10" and guests are dazzled – there is a strong likelihood that the leader is a Catalytic Leader.

– DM&A Coaches

CUSTOMER SERVICE ACADEMY

(A Functional Tool within Destination 10)



Do You WANT...

- ★ A team that understands exactly what they must do to provide legendary customer service?

If your answer is "YES", then the Customer Service Academy is the perfect option for Food Service and Environmental Services.

ABOUT CSA

The Destination 10 Customer Service Academy (CSA) is a comprehensive educational process accomplished at your facility by DM&A coaches.



CSA PROCESS

- ★ CSA coaches come to you for a designated number of days over a certain period of time.
- ★ All employees receive an extensive training manual.
- ★ All employees attend a one-hour class each day when the coach is on site.
- ★ All participants receive quizzes and a final exam.
- ★ The coach works with your employees throughout the day as part of the training process.
- ★ CSA culminates with a formal graduation. Administration, press and guests are invited.
- ★ Graduates are awarded a diploma for successfully completing the program.

CSA GRADUATES:

- ★ Learn how to deliver legendary customer service
- ★ Learn that they must always do the following:
 1. Do your job 100% and then help your teammates
 2. Care about your work
 3. Maintain a positive attitude
 4. Be teamwork oriented
 5. Treat everyone with dignity and respect
 6. Don't exceed allotted time for breaks and meals

Because the Customer

Because the customer has a need,
We have a job to do.

Because the customer has a choice,
We must be the better choice.

Because the customer has sensibilities,
We must be considerate.

Because the customer has an urgency,
We must be quick.

Because the customer is unique,
We must be flexible.

Because the customer has high expectations,
We must excel.

Because the customer has influence,
We have the hope of more customers.

Because of the customer,
DM&A exists!

HEALTHCARE CULINARY ACADEMY

(A Functional Tool within Destination 10)



Do You WANT...

- ★ To provide cooks and chefs with healthcare culinary training?
- ★ To increase teamwork and camaraderie?
- ★ To improve food quality?
- ★ To help standardize the cooking process?

If your answer is "YES", then the Healthcare Culinary Academy is the perfect option for you.

ABOUT HCA

DM&A's Healthcare Culinary Academy (HCA) is the first and only culinary school that comes to YOU!

HCA PROCESS

- ★ DM&A's chef trainer comes to you for a designated number of days over a certain period of time.
- ★ Cooks and chefs receive an extensive training manual.
- ★ Cooks and chefs attend a 1 to 1.5 hour class each day.
- ★ Our chef trainer works hands-on with your cooks and chefs during the day, improving their efficiency and culinary skills.
- ★ Cooks and chefs receive quizzes and a final exam.
- ★ HCA culminates with a formal graduation. Administration, press, and guests are invited.
- ★ Graduates are awarded a diploma for successfully completing the program.

COST OF HCA

Most facilities cannot afford to send their cooks and chefs to culinary school for two years. The customized HCA is designed to be conducted 100% on site. The cost is predicated on the number of days our chef trainer spends with your team on site.



DM&A's Team of Executive Chef Trainers

Fairview Hospital
Great Barrington, Massachusetts
FSD - Roger Knysh



Legacy Retirement Communities
Lincoln, Nebraska
FSD - Robert Darrah



CULTURE TRANSFORMATION



A team is only as strong as its weakest link!

INTRODUCTION

The centerpiece of Destination10, with teamwork and a positive working environment, any team will be able to reach the highest levels of excellence in Food Service and Environmental Services.

DM&A provides all the tools, training and coaching required to help any team (both union and non-union) maintain optimum teamwork and an overall positive working environment.

THE PROCESS

- ★ The Destination 10 Performance Improvement Process is implemented in your facility with help from DM&A coaches.
- ★ DM&A coaches spend as much time on site as needed. Days on site are predicated on your goals and objectives.

RESULTS EXPECTED

- ★ Culture transformation.
- ★ Overall performance improvement and productivity of food service and environmental services staff in all areas of the department.
- ★ Improved customer service.
- ★ Reduced turnover and sick leave.
- ★ Less abuse of breaks and meal periods.
- ★ Managers and supervisors gain more time because they spend less time dealing with negative human resources issues.
- ★ Managers and supervisors enjoy their job more because there is less conflict management.

COST

The cost is based on the number of days our coach spends on site. The process is customized to each individual client's goals and objectives.

INSPIRATIONAL POSTER

The poster below summarizes the philosophy DM&A uses to generate and maintain a positive working environment.

DESTINATION 10

This is Our Culture

<p>Get on the Bus to the 10 Level!!!</p> 	<p>This Is Our Job</p> <ol style="list-style-type: none">1. Do your job 100% and then help your teammates.2. Care about your work.3. Maintain a positive attitude.4. Be teamwork oriented.5. Treat everyone with dignity and respect.6. Don't exceed time allowed for breaks and meals.	<p>Get Into Character</p> <p>We are all actors and actresses in the food service show.</p> 
<p>Feed the Love Wolf</p>  <p>One evening an old Cherokee told his grandson about a battle that goes on inside all people. He said, "My son, the battle is between two 'wolves' inside us all." One is Evil. It is anger, envy, jealousy, sorrow, regret, greed, arrogance, self-pity, guilt, resentment, inferiority, lies, false pride, superiority, and ego. The other is Good. It is joy, peace, love, hope, serenity, humility, kindness, benevolence, empathy, generosity, truth, compassion and faith. The grandson thought about it for a minute and then asked his grandfather, "Which wolf wins?" The old Cherokee simply replied, "The one you feed."</p>	<p>Practice Random Acts of Kindness Every Day!</p>	<p>Maintain A Positive Attitude</p> <ol style="list-style-type: none">1. Be positive instead of negative.2. Be optimistic instead of cynical.3. Expect good things to happen.4. Get an attitude of gratitude.5. Don't be too judgmental.6. Don't spread negative gossip.

destination10.com

MALNUTRITION DOCUMENTATION PROGRAM

(A TOOL TO FUND DESTINATION 10)



Improve Patient Care, Documentation, and Reimbursement

DID YOU KNOW?

Accurate identification, intervention and documentation of malnutrition will allow hospitals to be reimbursed for the resources required to care for the specific needs of malnourished patients.

ABOUT MDP

The Malnutrition Documentation Program (MDP) was created to:

- 1) Improve patient outcomes and documentation
- 2) Empower dietitians to take the lead on this issue
- 3) Assist hospitals to properly assess and diagnose malnutrition and improve patient care, reimbursement, and reduce readmissions
- 4) Provide tools and coaching for dietitians in the overall nutrition care process
- 5) Coach and provide hands on training on the nutrition focused physical assessment (NFPA)

PRELIMINARY REVIEW

*A single hospital will receive a complimentary review of the current malnutrition rate and focus.

This review identifies areas of opportunity to enhance current process and reimbursement potential.

PROGRAM COST - FEE BASED

If you are interested in a learning more about our fee based payment structures, please contact us for more information.

DID YOU KNOW?

An estimated 35% of adult patients admitted to the hospital have some degree of malnutrition. Malnutrition is associated with a higher rate of complications, increased hospital stay and increased cost of health care.

PubMed; J. Nutr. Health Aging 2012; 16(6): 562-8.
<http://www.ncbi.nlm.nih.gov/pubmed/22659998>



Overview & Example Outline*

PRE-VISIT

- ★ Conference call communication
- ★ Checklist completion
- ★ Preliminary Review

PHASE I (EVALUATE / EDUCATE)

- ★ Clinical Nutrition Team, Clinical Documentation Specialists, Information Technology and Decision Support education and team meetings
- ★ Evaluate overall nutrition care process
- ★ Conduct on-site chart review and baseline report
- ★ Begin coaching and training for dietitians on NFPA

PHASE II (EDUCATE/INITIATE)

- ★ Meet with Champion MDP Team
- ★ Review and recommend policy change as needed
- ★ Continue to provide coaching to clinical nutrition team with team meetings and one on one coaching
- ★ Begin tracking data and implement quality improvement systems

PHASE III (INITIATE/REVIEW)

- ★ Meet with Champion MDP Team
- ★ Continue one on one coaching with dietitians
- ★ Report & review MDP successes

PHASE IV (OUTPATIENT FOCUS & EVALUATION OF PROGRAM)

- ★ Meet with Champion MDP Team
- ★ Chart review for program effectiveness
- ★ Provide education & coaching as needed
- ★ Report & review updates, changes, and areas of success

*The number of phases & agenda goals will vary with each facility.

K.N.D.\$.

(A Functional Tool within Destination 10)



Knowing Numbers Drives Success

ABOUT K.N.D.\$.

Knowing Numbers Drives Success (KND\$) is an electronic program designed to help operators get started tracking internal data. It specifies what should be entered daily and weekly and auto-calculates the totals in an Excel workbook. Data is rolled up at the end of the month on the summary sheet giving the Director an at-a-glance review of department productivity month by month.

KND\$ auto calculates meal equivalents using the Average Retail Transaction (ART).

KND\$ is a powerful tool for the operator wanting to organize and centralize multiple data points. Once the operator understands internal numbers, the next step is comparing those numbers with peers. KND\$ is compatible with AHF Benchmarking Express.



WHAT IS K.N.D.\$.?

- ★ Electronic tool to help you get started
- ★ User friendly
- ★ Provides one site for all data
- ★ Allows for multiple users in department
- ★ Assures consistency
- ★ Includes definition and facts material
- ★ Auto calculates meals and meal equivalents
- ★ Calculates percentage of patient meals and percentage of non-patient meals

EFFICIENCIES

- ★ Use numbers to show efficiencies with cost per patient day to challenge a contractor.
- ★ Use numbers to show success of new program proving return on investment.
- ★ Use numbers to show increases in meals produced and retail sales with current labor.

BENEFITS

Tracking internal data helps operators:

- ★ Justify new programs
- ★ Prove ROI
- ★ Set new directions
- ★ Respond to economic challenges
- ★ Validate need for change
- ★ Educate administration
- ★ Help the facility reduce costs or justify new investments
- ★ Justify FTEs

BEST PRACTICE

- ★ Successful operators track data and understand numbers.
- ★ Operators who measure what they manage know their productivity.
- ★ Operators that know how to use their numbers help administrators solve problems and set new directions.
- ★ Operators who share numbers with staff educate staff and gain their support.



Williamson Medical Center

"Using KND\$ allows my team to centralize internal data for easy and efficient tracking on a daily basis. This allows us to know where we stand at all times, and tracking expenses with confidence helps me be a stronger director. The program helps us plan successfully and gain support of Medical Center Administration in the process."

Christine Hartman, FSD



Elmhurst Memorial Healthcare

"In today's environment, financial management is critical to running a successful operation. KND\$ provides organization and easy access to department's internal key metrics."

David Reeves, FSD

R.E.A.P.

(A TOOL TO FUND DESTINATION10)



Reduce Expenses Audit Process

R.E.A.P. MISSION

R.E.A.P. (Reduce Expenses Audit Process) will reduce operational expenses without cutting staff, food quality, or services or you don't pay for our time. Documented cost savings experienced by our clients have ranged from \$30K to \$200K per year depending on facility size. This is beyond what your team, GPO, and food distributor have already identified.

THE METHOD OR PROCESS

The R.E.A.P. Specialist spends 3 to 5 days at your facility reviewing all of your food and supply purchases line item by line item. The items purchased are then observed through the production, utilization and presentation process. This exercise always results in new-found savings opportunities. R.E.A.P. culminates with a detailed report of findings.

HOW IS THIS POSSIBLE?

Because the person performing the audit is an experienced healthcare operator and Executive Chef who specializes in identifying cost savings opportunities in the unique healthcare setting.

WHY BOTHER?

Many operators are able to utilize the new-found savings to pay for other desired DM&A services such as room service or the Destination 10 Performance Improvement Process. And with room service, there are even more food and supply savings.



R.E.A.P. Success Stories

\$30K R.E.A.P. SAVINGS

Calvert Memorial Hospital
Prince Frederick, Maryland
157 Beds

\$151K R.E.A.P. SAVINGS

Our Lady of the Lake Regional Medical Center
Baton Rouge, Louisiana
730 Beds

\$332K R.E.A.P. SAVINGS

Ochsner Medical Center
Jefferson, Louisiana
510 Beds

\$159K R.E.A.P. SAVINGS

Sanford Medical Center
Fargo, North Dakota
582 Beds



GOOD TO BEST

11th Annual Healthcare Food Service Educational Conference

February 24 - 26, 2017

Paradise Point Resort & Spa
San Diego, California

Estimated 16 CEUs

The mission of Good to Best is to provide healthcare food service and environmental services executives, operators and their teams with the vital information, skills and tools needed to be successful in 2015 and beyond in all areas. This educational conference provides leadership training, professional development and the latest industry updates.

Register Online:

www.GoodtoBest.org



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