



**UNIDINE**<sup>®</sup>  
senior living culinary group

*LeadingAge*<sup>®</sup>  
silver partner

# Exploring Dining Options In Senior Living

How To Develop A Roadmap For The Future

9/15/2016

# Presenters



**Rob Teplansky**

Senior Director  
Unidine Corporation



**John Freed**

Director of Business Development  
Unidine Corporation

# Agenda

- Unidine's Lead With Dining model
- How to Develop a Dining Strategy Roadmap
  - › Assess Current Status
  - › Analyze Trends and Needs
  - › Develop Action Plan
  - › Initial Implementation
  - › Secondary Implementation
- Resources: Dining Strategy Toolkit
- Your Questions



From the blog article...

## **Exploring Dining Options in Senior Living: Five Key Factors**

Today...dining strategy impacts

- clinical outcomes
- occupancy and census
- life enrichment
- resident and family satisfaction
- health and wellness
- community outreach
- strategic business partnerships
- top line revenue
- bottom line financial results.

# **A Quick Poll**

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**Do you have a comprehensive dining strategy that purposefully addresses...**

- a) All of these areas
- b) Some of these areas
- c) Only a few of these areas
- d) We don't have a dining strategy

# Lead With Dining



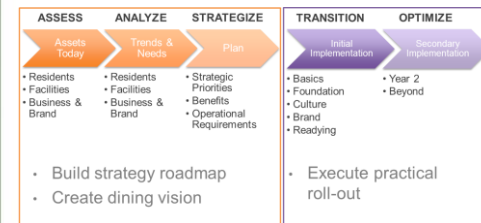
Your Dining Experience is Your **Brand**

- Your Dining Experience is Your Brand
- Two paths define success
- Strategic view
- Complement your comprehensive care and marketing strategy

# Dining Strategy Roadmap



Your Dining Experience is Your **Brand**



# A Quick Poll

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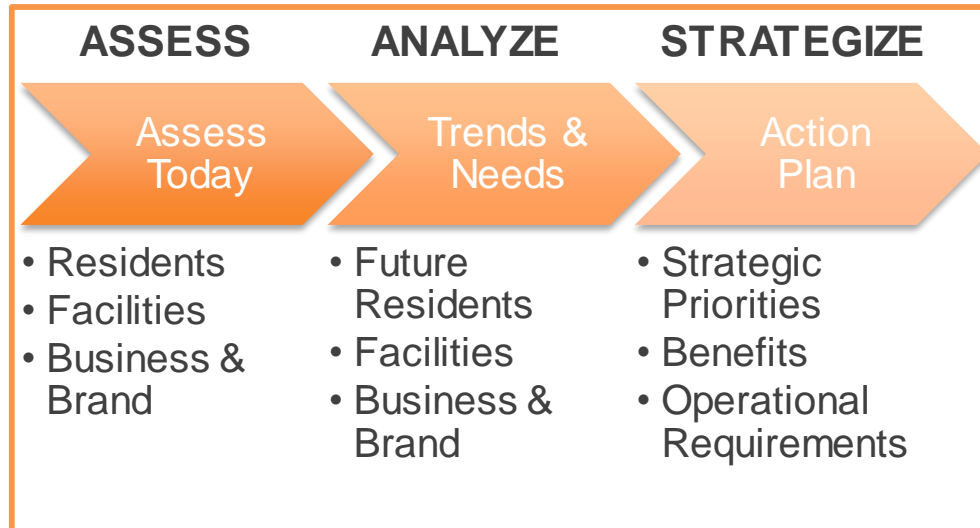
**When was the last time you reviewed your community's strategic plan?**

- a) More than 5 years ago
- b) 2-5 years ago
- c) Within the last 2 years
- d) Plan to review this year
- e) No plans to review or don't have one

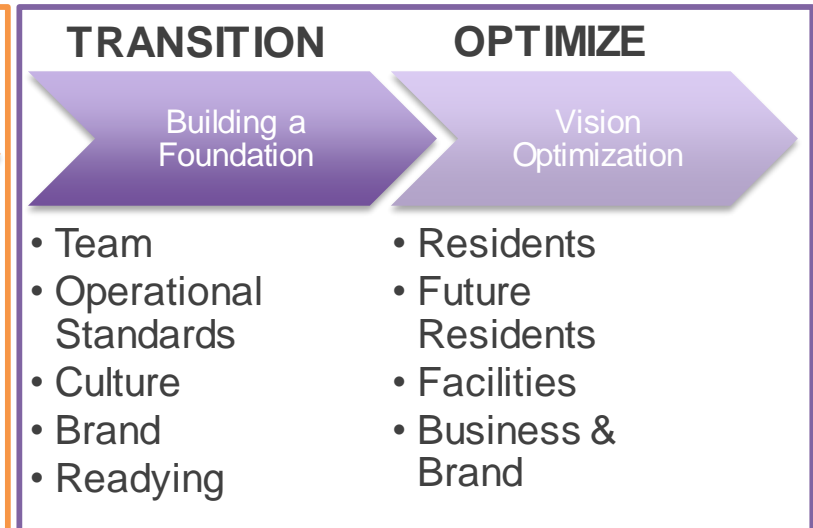


# Build Strategy Roadmap

## Create Your Dining Vision



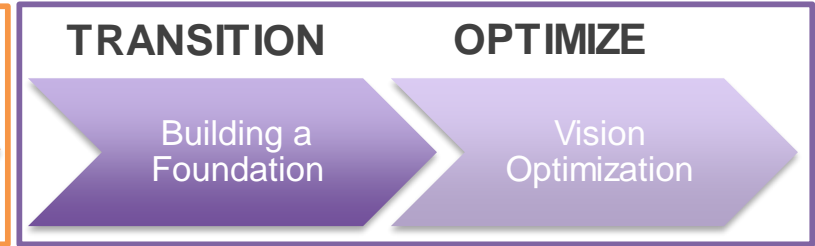
## Phased Execution



## Create Your Dining Vision



## Phased Execution



# Five Key Factors

1. Dining vision tied to facility master plan
2. Feasibility with regard to budget, capital planning, market
3. Right leadership in dining operations
4. Understand residents' threshold for change
5. Mission, Vision, Values – Your Brand

Assess  
Today

Trends  
& Needs

Action  
Plan

Building a  
Foundation

Vision  
Optimization

Assess Today

- Residents
- Facilities
- Business & Brand

# Develop Your Roadmap

- Resident demographics
- Mix of services provided
- Occupancy rates
- Buildings & infrastructure
- Business & financial goals
- Brand vision
- Dining program alignment
- Dining program execution
- Leadership
- Mission/Vision/Values

Assess  
Today

Trends  
& Needs

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Optimization

Assess Today

- Residents
- Facilities
- Business & Brand

# Develop Your Roadmap

- Change threshold
- Resident alignment today
- Resident alignment in the future
- Facilities assessment
- Brand alignment

Assess  
Today

Trends  
& Needs

Action  
Plan

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Foundation

Vision  
Optimization

Trends & Needs

- Future Residents
- Facilities
- Business & Brand

# Develop Your Roadmap

- Generational planning
- Mix of services needed
- Desired occupancy rates
- Buildings & infrastructure
- Business & financial goals
- Brand alignment
- Dining program alignment
- The right leadership
- Resident change threshold
- Mission/Vision/Values



# A Quick Poll

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**What is the biggest consideration driving your strategic planning?**

- a) Generational & demographic shifts
- b) Impacts from the Affordable Care Act
- c) The economy
- d) Competition
- e) None of the above

# Generational Planning

- ❖ Current Residents
- ❖ Current Prospective Residents

## Now

### Residents:

The Greatest  
Generation (1901-1925)  
Silent Generation  
(1926-1944)

### Family/ Decision Influencers:

### Experiences Sought:

### Colleagues:

# Generational Planning

- ❖ Current Residents
- ❖ Current Prospective Residents
- ❖ Future Residents and Prospects

	Now	5-10 years	10-15 years
<b>Residents:</b>	The Greatest Generation (1901-1925) Silent Generation (1926-1944)		
<b>Family/ Decision Influencers:</b>	Baby Boomers		
<b>Experiences Sought:</b>	<ul style="list-style-type: none"><li>- Formal dining</li><li>- Room service</li><li>- Less social</li><li>- Growing short-term disability</li></ul>		
<b>Colleagues:</b>	Baby boomers, Gen X, Millennials		

# Generational Planning

- ❖ Current Residents
- ❖ Current Prospective Residents
- ❖ Future Residents and Prospects

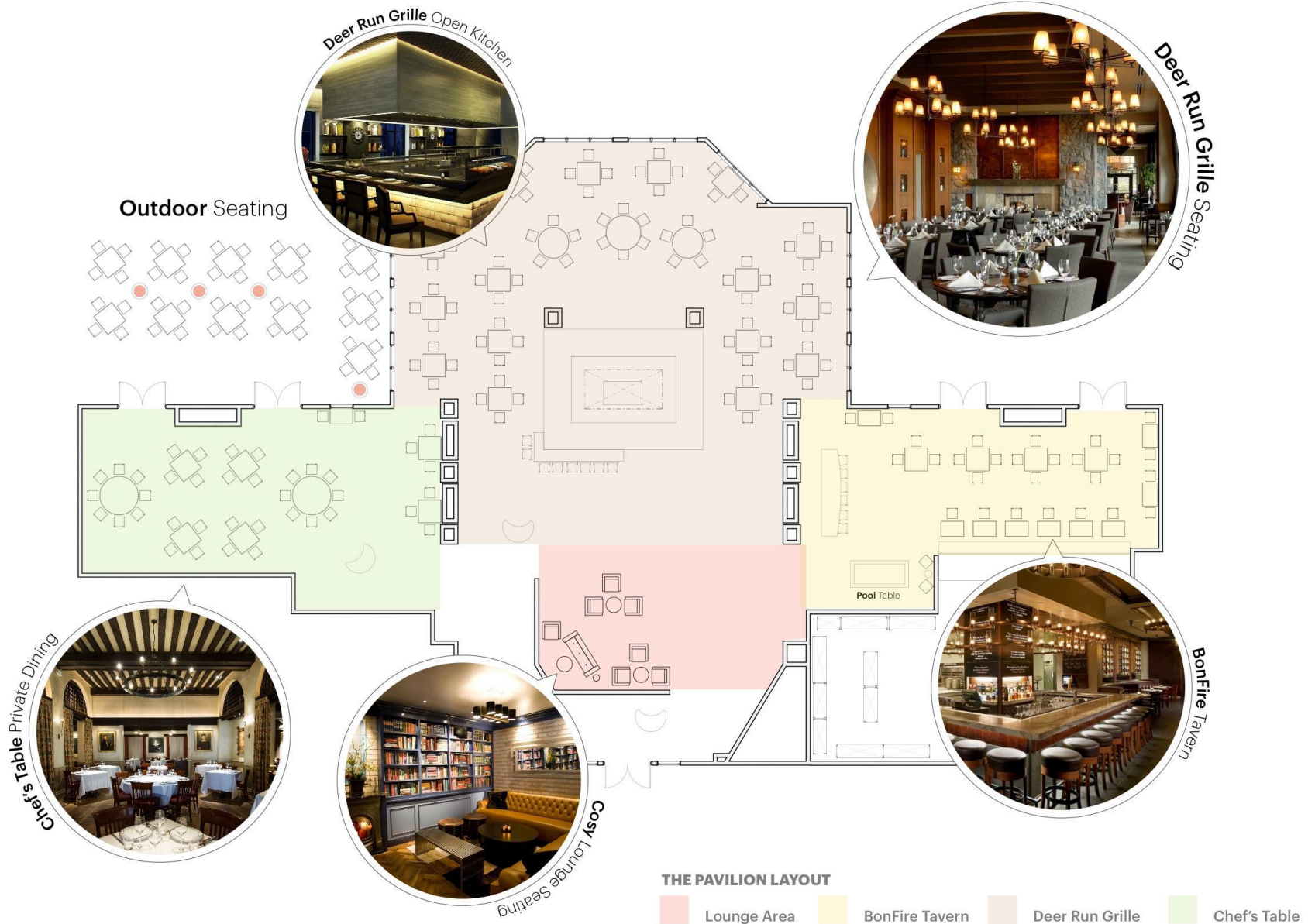
	Now	5-10 years	10-15 years
<b>Residents:</b>	The Greatest Generation (1901-1925) Silent Generation (1926-1944)	Baby Boomers (1945-1964)	Baby Boomers  Generation X (1964-1981)
<b>Family/ Decision Influencers:</b>	Baby Boomers	Generation X	Millennials (1981-1996)
<b>Experiences Sought:</b>	<ul style="list-style-type: none"> <li>- Formal dining</li> <li>- Room service</li> <li>- Less social</li> <li>- Growing short-term disability</li> </ul>	<ul style="list-style-type: none"> <li>- Convenience</li> <li>- Multiple venues &amp; dining styles (formal to fast casual)</li> <li>- Highly social</li> <li>- Private space in public places</li> <li>- Tech savvy</li> <li>- Access to nutritional &amp; food sourcing data</li> </ul>	<ul style="list-style-type: none"> <li>- Social / Independent</li> <li>- Global taste</li> <li>- High tech</li> <li>- Healthcare's growing importance as boomers wait to enter</li> </ul>
<b>Colleagues:</b>	Baby boomers, Gen X, Millennials	Gen X, Millennials	Gen X, Millennials, Gen Z

# Understanding Your Brand Vision

- ❖ Framework
- ❖ Audience we want to impact
- ❖ Emotions we want to evoke
- ❖ Experiences we want to create
  - > Communal
  - > Flexible
  - > Consistent
  - > Choice
  - > Surprise & Delight



# Trend Planning Example



Assess  
Today

Trends  
& Needs

Action  
Plan

Building a  
Foundation

Vision  
Optimization

Action Plan

- Strategic Priorities
- Benefits
- Operational Requirements

# Develop Your Roadmap

- Dining strategy tied to facility master plan
- Feasibility validated
  - Budgets
  - Capital requirements
  - Maps to anticipated market opportunities
- Leadership requirements
- Resident change threshold aligned
- Aligns with Mission/Vision/Values

Assess  
Today

Trends  
& Needs

Action  
Plan

Building a  
Foundation

Vision  
Optimization

Building a Foundation

- Team
- Operational Standards
- Culture
- Brand
- Readyng

# Phased Execution

- Dining leadership
- Training
- The basics
- Design & construction
- Culinary conversion
- Culture
- Resident engagement & readiness

Assess  
Today

Trends  
& Needs

Action  
Plan

Building a  
Foundation

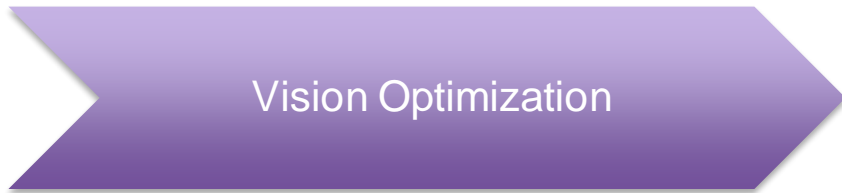
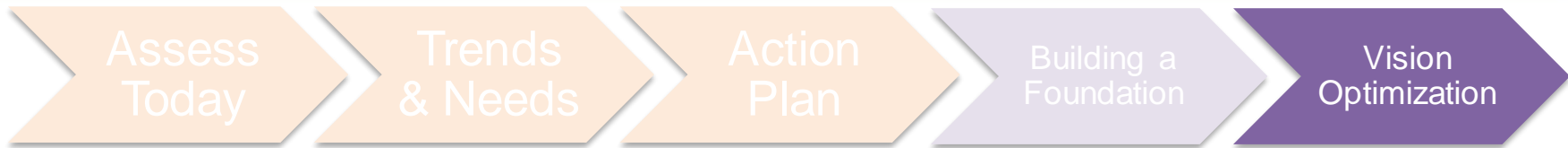
Vision  
Optimization

Building a Foundation

- Team
- Operational Standards
- Culture
- Brand
- Readyng

# Phased Execution

- Who should be on the team (think beyond dining)?
- How do you factor experience, expertise, culture & customer expectations into Operational Standards?
- How do you want to make people feel?
- What is the appropriate pace of change for your organization?



- Residents & Future Residents
- Facilities
- Business & Brand

# Phased Execution

- Long-term milestones
- Reporting & metrics
- Innovation & Continuous Improvement
- Verification of delight
- Lead With Dining



Your Dining Experience is Your **Brand**

# Resources

# Dining Strategy Toolkit



# Dining Strategy Toolkit

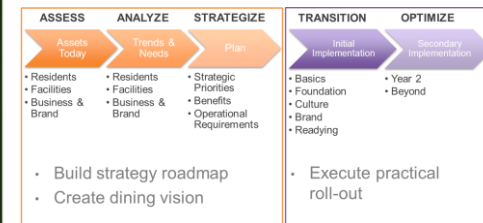


- Dining Strategy Executive Brief
- Roadmap Workbook
- Roadmap Action Plan
- Sample Slides

# Questions for the Panelists



Your Dining Experience is Your **Brand**



# Presenters



## Rob Teplansky

Senior Director

Unidine Corporation

[rteplansky@unidine.com](mailto:rteplansky@unidine.com)

617-456-4288



## John Freed

Director of Business Development

Unidine Corporation

[jfreed@unidine.com](mailto:jfreed@unidine.com)

617-456-4248

A close-up photograph of a chef's hands garnishing a plate of food. The chef is wearing a white apron and is carefully placing a sprig of fresh rosemary onto a piece of seared salmon. The plate also contains yellow cherry tomatoes and green asparagus. The background is blurred, showing a kitchen setting.

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**THANK YOU!**

**Fresh Thinking, Culinary Excellence**<sup>SM</sup>