

**POSTER SESSION: SCIENCE/EDUCATION/MANAGEMENT/FOODSERVICE/CULINARY/RESEARCH**

**Title:** CUSTOMER SATISFACTION SCORES IN LONG TERM CARE: INTERNS LEARN HOW TO USE SURVEY INFORMATION TO DRIVE THE BUSINESS

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**Learning Outcome:** To illustrate how interns can learn to understand and use customer satisfaction survey results in food service operations.

**Text:** As the population ages, it is anticipated that continuum care communities (CCC) will grow in size and number and employ greater numbers of dietitians. While CCC dietitians are primarily involved in resident nursing home care, in independent areas they are also part of the resident food service customer satisfaction team. Skills in both areas are crucial for effectiveness. In one program, dietetic interns complete food service management training in a CCC with amenities that include five distinct on-site restaurants. In each restaurant residents enjoy an upscale dinner chosen by a Chef de Cuisine, theme lunches prepared by dietetic interns, and/or holiday meals. To assess customer satisfaction an outside consultant sent surveys to all independent-living residents to determine overall dining satisfaction and obtain input on perceived cleanliness, staff friendliness, efficiency, food quality, food temperature, menu variety, and staff supervision. 77% of the surveys were returned completed. Results demonstrated 80+% satisfaction with cleanliness, lunch and breakfast services, and dining room friendliness. Additional results indicated 75-80% satisfaction with food quality, food and beverage temperatures, menu variety, staff supervision, and general dining experience. The survey highlighted areas of significant improvement from prior surveys and identified areas for further growth. Interns worked with dining services team to utilize these scores to define approaches to enhance service. In the process they learned how satisfaction survey results can "drive" changes in the work setting. Future dietitians must understand how to effectively use satisfaction survey results to drive enhanced service as part of the management team.

**Funding Disclosure:** None

**Title:** SUCCESSION PLANNING FOR HOSPITAL AND SCHOOL FOODSERVICE DIRECTORS

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**Learning Outcome:** Know credentials required for future hospital and school foodservice directors.

**Text:** The predicted retirement in the next 10 years of current baby boomer-aged directors is a concern in onsite foodservice operations especially hospitals and schools. The purpose of this study was to explore succession planning for foodservice director positions in hospitals and schools and identify credentials expected of future foodservice directors. Questionnaires were mailed to a total of 2800 foodservice directors and facility administrators in a nationwide, random sample of hospitals (>300 beds) and schools (>5,000 students). Responses were received from 305 (22%) foodservice directors and 155 (11%) administrators. Results suggested that succession planning for the foodservice director was twice as common (p<.05) in hospitals (43%) as in schools (20%). Mentoring (91%) and developmental (stretch) assignments (58%) were the most common succession development activities used. Required credentials for future foodservice directors were identified. Few differences existed in the perceptions of foodservice directors and facility administrators of credentials required of future foodservice directors and many of the requirements were similar for the hospital and school foodservice director position. Only 40% of hospital foodservice directors, 32% of hospital administrators, 22% of school administrators, and 17% of school foodservice directors indicated that the Registered Dietitian credential would be required for their next foodservice director.

**Funding Disclosure:** None

**Title:** CAN PATIENT WRITTEN COMMENTS HELP EXPLAIN PATIENT SATISFACTION WITH FOOD QUALITY?

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**Learning Outcome:** Evaluate the importance of patient written comments on a patient satisfaction survey.

**Text:** The purpose of this study was to identify prominent themes in patient written comments about meals served in a hospital and determine the relationship of those themes to patient food quality satisfaction ratings among medical and surgical patients. Data from two years of quantitative Press Ganey patient satisfaction ratings and qualitative comments related to meals by 1078 patients discharged from a Midwest urban medical center were reviewed retrospectively. Themes in patient comments were identified. Results indicated that patient satisfaction with food quality did not differ based on patient age, sex, length of stay, or perceived health status. The most common themes in patient comments focused on satisfaction with foodservice staff, food choices available, and tray accuracy. Many of the comments were not related to components assessed in the questionnaire (quantitative ratings of temperature of food, quality of food and courtesy of server). The tenor of food comments (negative, neutral, positive) varied significantly (p<.001) based on the food quality rating given, with more positive comments being given when more positive ratings were given. Some relationships were found between the tenor of some of the comment themes and the quantitative food quality rating. Patient comments provide valuable information beyond what is found in quantitative ratings and add a unique dimension to help dietitians interpret patient satisfaction ratings.

**Funding Disclosure:** None

**Title:** THE EFFECT OF DIETITIANS' DRESS ON PERCEIVED PROFESSIONALISM AND EFFECTIVENESS

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**Learning Outcome:** Participants will be able to describe current RD dress code trends and discuss the influence of RD dress on patient/client perceptions of RD professionalism and effectiveness.

**Text:** The study objectives were to identify the current level of formality of dress and dress codes of registered dietitians (RD), then to identify if formality of RD dress makes a difference in patient/client perceptions of professionalism. A random sample of 1,999 managers from WIC clinics and hospital Food/Nutrition departments received surveys; 972 managers responded. WIC clinic dietitians most frequently (40%) wear khaki pants and collared knit shirt while hospital dietitians most frequently (42%) wear slacks and collared shirt. Over half of the managers felt that dietitian dress was important and a priority in their facility. In Phase II, 582 hospital in- and out-patients and WIC clients in three states rated nine pictures of the same dietitian dressed in attire of varying formality on eight professional characteristics. The Professional Characteristic Score (PCS) was comprised of empathetic, competent, approachable, credible, organized, effective, professional, and confident ratings. Respondents identified their least and most preferred RD for nutritional counseling. WIC participants (32%) and hospital patients (47%) most preferred the dietitian in slacks, collared shirt, and lab coat; this attire also received the most positive/desirable PCS. WIC participants and hospital patients least preferred a dietitian dressed in jeans and knit shirt (76%); this attire received the least positive/desirable PCS. These preferences did not differ by gender, age, or other demographics. Only 1.1% of WIC dietitians and 8.1% of hospital dietitians regularly wear the attire most preferred by patients/clients. A re-evaluation of RD dress codes may result in more effective and positive RD/client-patient rapport.

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