

# Which Would You Prefer?



~~Typical~~



**HFWBH**



GOING RADICAL - CREATING THE HOSPITAL OF THE FUTURE



# Which Would You Prefer?



**Typical**



**HFWBH**



GOING RADICAL - CREATING THE HOSPITAL OF THE FUTURE





## EAT WELL. LIVE WELL

At Henry Ford West Bloomfield Hospital, we are committed to your overall wellness. Interested only in what is best for you, we utilize every available source for your optimal health. That's why we select highly nutritious foods to assist in the healing process.

In our kitchen, we create meals designed for your best health by always using fresh, wholesome foods, all-natural ingredients and, where practical, certified organic and sustainably grown produce harvested from locally and regionally renowned farms.

Please enjoy the variety of choices we have created for you, which feature delicious vegetarian meals, foods right in omega-3 fatty acids, fresh fruits and vegetables, and delightful desserts.

Dine on exceptional, nutrient-rich creations, and feel your best health!

*Bon appetit.*

Frank Turner, Executive Chef

Culinary Wellness Team

### Culinary Wellness

## Inspired By You

May 2-31, 2010

Breakfast: 5:30 a.m.-10:30 a.m.

Lunch: 11:00 a.m.-2:30 p.m.

Dinner: 5:00 p.m.-9:00 p.m.

All Day Menu Selection: 24 hours/7 days



# Sample Menu



**MONDAY**  
*menu selections*

Miso Chicken Salad  
with Fresh Asian  
Vegetables & Grilled  
Chicken

Poached Salmon w/  
Celery Root  
Remoulade & Roasted  
Asparagus

Spicy Stir-Fry  
Vegetables over  
White Rice with  
Carrot Consommé



**TUESDAY**  
*menu selections*

Herb Crusted Tilapia  
with Haricot Vert &  
Red Skin Potatoes  
Finished with Lemon  
Aioli

Grilled Chicken with  
Angel Hair Pasta,  
Roasted Red Peppers  
& Fresh Vegetables  
Finished with Pesto

Maple Roasted  
Portobello Mushroom  
Burger w/ Mustard  
Sauce, Lettuce &  
Tomato



**WEDNESDAY**  
*menu selections*

Seared Chicken w/  
Sweet Potato Risotto,  
Brussels Sprouts &  
Sage Chicken Jus Lie

Kale Stuffed Tilapia  
with a Light Lemon  
Garlic Sauce &  
Roasted Potatoes

Pan Seared Scallops  
with Julienned Organic  
Carrots & Wilted  
Greens with Lemon  
Vinaigrette



**THURSDAY**  
*menu selections*

Grilled Trout w/  
Lemon Caper Sauce,  
Roasted Potatoes &  
Fresh Organic  
Steamed Broccoli

Grilled Salmon w/  
Yukon Mashed  
Potatoes, Yogurt Dill  
Sauce & Wilted Baby  
Spinach

Penne Pasta with  
Artichoke Pesto,  
Fresh Vegetables &  
Chicken



GOING RADICAL - CREATING THE HOSPITAL OF THE FUTURE



# Video: Room Service process




GOING RADICAL - CREATING THE HOSPITAL OF THE FUTURE



# Healthy Retail Café



- Restaurant attracting outside diners from our community
  - Attractive environment including outdoor seating
  - 7 interactive Food Stations manned by professionally trained chefs and apprentices
- 
- Live entertainment
  - Focus on supporting local businesses
  - Environmentally friendly serving ware choices



GOING RADICAL - CREATING THE HOSPITAL OF THE FUTURE



# Healthy Choices at Reasonable Prices

- Low-sodium soups rich in flavor, fiber and nutrients
- High-fiber, reduced-fat salads, filled with antioxidants
- Creative vegan options
- Appropriate portion sizes for weight control and diabetes friendly meals
- Variety of fresh vegetables and lean meats
- Immunity-building items such as our specialty broth, shitake mushroom barley and vitamin- and mineral-filled salad choices
- Healthy, innovative dessert choices made from scratch



GOING RADICAL - CREATING THE HOSPITAL OF THE FUTURE



# Demonstration Kitchen

- Community Outreach at it's best!
- 90 seat state-of-the-art auditorium style kitchen
- DK kids program
- Cooking classes for school kids  
(includes exercise in partnership with Vita)
- Involvement of local restaurant chefs
- Course classes for living with chronic conditions or living healthier



# Farmers Market

- Every Wednesday all year long
- Indoors
- Fresh Produce from Maple Creek Organic Farm and Detroit Eastern Market
- Other foods and local vendors
- Only Farmers Market in the community



GOING RADICAL - CREATING THE HOSPITAL OF THE FUTURE



# Catering & Events

## *Vision Statement:*

*“We are THE unique meeting and event destination in which we exceed our guests expectations and create memorable experiences through innovative culinary excellence with a focus on health and healing.”*

- Infrastructure to handle Corporate and Social Catering.
- 2010 year to date total events: 470
- Actual Attendance 12,671
- Revenue/profit generating department
- Off premise catering – coming soon!
- Proactive Sales Strategy



GOING RADICAL - CREATING THE HOSPITAL OF THE FUTURE



# Catering & Events Sales Strategy

- Solicit Corporate & Social Events with a focus on ***Healthy Food & Beverage***.
- HFWBH is the only Healthcare/Hospital that allows outside events within the hospital
- Corporate Team Building Events to showcase both DK, Henry's & Vita (cooking classes, Vita massages, etc)
- Host the top Fundraising Events (100-300 people dinner events)
- Book Social Events: Wedding Receptions, Bridal Showers, Baby Showers,
- Rehearsal Dinners, Religious Dinners, Holiday Parties, Birthday Events, Anniversary Events, etc.



GOING RADICAL - CREATING THE HOSPITAL OF THE FUTURE



# Type of Events held at Henry Ford West Bloomfield Hospital:

## ■ **Large Community Events**

- 2 Detroit Symphony Orchestra concerts (400 ppl each)
- Chaldean Event (700 people)
- Jewish Community Center (500 Seniors)
- West Bloomfield Township Event (700 people)

## ■ **Corporate Team Building Events (DK & Vita)**

- Thomson Reuters (Ann Arbor)
- Executive Women's International (Detroit/Windsor Chapter)
- Young Presidents Organization (Detroit Chapter)

## ■ **Social Events**

- March of Dimes (Dinner 200 people)
- Blue Cross Blue Shield Annual Event (Dinner - 200 people)
- Public Relations Society of America (Dinner 86 people)
- Detroit Wine Organization (100 people)
- Asian Pacific Chamber of Commerce (Dinner 80 people)



# Educational Greenhouse



GOING RADICAL - CREATING THE HOSPITAL OF THE FUTURE



# Greenhouse



*Henry Ford West Bloomfield Hospital is planning on building a state-of-the-art greenhouse and education center on the hospital campus.*

- **EDUCATION:**

*By educating the community on the importance of being environmentally responsible and eating healthy, both the people and the environment of the community will benefit in countless ways.*

*Community members will come and learn about the importance of growing and eating organic, healthy, nutritious fruits and vegetables.*

- **THERAPY FOR PATIENTS:**

*Gardening therapy for patients will allow people to take an active role in their recovery process while at the same time gaining valuable experience and information on how to prevent chronic diseases through healthy growing, cooking and eating practices.*



GOING RADICAL - CREATING THE HOSPITAL OF THE FUTURE



# Culinary Institute for Health and Healing

## VISION

**To build an internationally recognized, locally embraced and profitable culinary institute. We will introduce the nutritional benefits of food in wellness and healing by spreading the HFVBH food transformation to hospitals, homes and businesses across the world.**

- **Conducted Market Research Study**
- **Consulting Arm**
  - Educating the healthcare industry how we do it
- **To provide Continued Education Curriculum**
  - To educate professionals on the nutritional benefits of food and its effect on health and disease.
- **Target Audience**
  - Chefs
  - Culinary students
  - Physicians
  - Dieticians
  - Nurses
  - Health and Nutrition Educators (Schools)
- **Strategic Relationships / Partnership**
  - Nationally recognized Culinary Institutes
  - Nationally recognized University Hospitality Programs



GOING RADICAL - CREATING THE HOSPITAL OF THE FUTURE



# Accomplishments

- 99<sup>th</sup> percentile Patient Satisfaction in Press Ganey national data base in all 3 food related questions
- Over 100 customers daily in Henry's from local community
- Media exposure on Food
  - 25 articles
  - 5 TV stories
  - 3 Radio stories
- Tied for 1<sup>st</sup> place in Metro Detroit Iron Chef competition. Competing with best restaurants in the area.



# Video: Channel 7 DK kids class



GOING RADICAL - CREATING THE HOSPITAL OF THE FUTURE



# Questions & Answers



GOING RADICAL - CREATING THE HOSPITAL OF THE FUTURE

