

FoodManagement

Ideas for Onsite Foodservice

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HEALTHCARE

DMA Survey: Food Feedback from Seniors

Study finds a clear emphasis on dining once basic needs are met.

Dining and foodservice offerings ranked seventh on a list of 13 concerns important to consumers in choosing a senior living facility in a recent survey conducted by the Dietary Managers Association.

The survey was completed by 332 consumers, age 55 and older who had researched senior living, either for themselves or a loved one, and also by 237 members of the DMA who are currently employed by senior living facilities.

The most frequently identified characteristics of important concerns were safety, staff, costs, fees, living space and accommodations. The survey found that once basic concerns were met, dining took on more and more importance.

Based on all findings, the recommended action at the end of the survey stated that "the quality of the senior dining experience can affect resident satisfaction with the overall facility. Premium quality foodservice can be used as a differentiation point for upscale senior living facilities."

For more on this, go to...

http://food-management.com/news_briefs/dma_survey_seniors_dining0330

Source: Olson Communications, Inc., Senior Living Foodservice Director Survey © 2008