

# HEALTHCARE OPERATORS: FIGHTING BACK AGAINST INFLATION CHECKLIST

With inflation at an all-time high, healthcare foodservice operators just like you are trying to uncover ways to keep their profit in place and fight back and overcome this newest hurdle. Use this checklist as a tool for establishing new pricing strategies and selecting the right product to fit your menus.

## PRICING

No amount of sales volume can make up for the hit your profit margins have taken, so start with a hard look at your menu prices.

- Update pricing on key menu items. Focus on:
  - o High-volume items from the past three months
  - o Items impacted heavily by inflation: COP, Fish, Seafood, Processed Fruits and Vegetables, Beverages, Dairy
- Revise retail discounts, prices and salad bar
- Bundle only fountain beverages
- Re-evaluate cost of each menu item

With **Caféessentials**<sup>®</sup>, we'll help you reach your retail goals using pricing strategies, marketing materials and more. Contact your Business Solutions Specialist for information today!

## PRODUCT

Inflation has impacted some categories more significantly than others. Building a menu around more inflation-resistant items will provide much-needed stability to your bottom line.

- Review your inventory list and identify items that have increased in cost significantly
- Consider how many menu selections are offered to identify product swaps
  - o Different species
  - o Different pack size
  - o Domestically sourced
- Identify products to remove
  - o Items most heavily impacted by inflation
- Consider lower-cost COP items
- Identify products that are more inflation-resistant to utilize for:
  - o Brand-new menu items
  - o Modifications and twists on your signature dishes

Stay up-to-date on weekly produce, meat, dairy and seafood market trends that affect the foodservice industry with the US Foods<sup>®</sup> Farmer's Report, available at [usfoods.com/farmersreport](https://usfoods.com/farmersreport)

Learn more about US Foods healthcare resources. Visit [usfoods.com/vitals](https://usfoods.com/vitals) today!



## MENU DESIGN

Retail customers are easily influenced by visual cues. Redesigning your menu with psychology in mind may be the key to a profitable menu mix!

- Standardize retail, patient and catering menus
- Add callout boxes, distinctive fonts and bold colors to draw your customers' eyes to your more profitable and less volatile menu items
- "Hide" those items that you can't remove, but want to deter people from ordering
- Create value with new and unique bundling opportunities
- Communicate your changes
  - o Internally
    - Train your staff on *what* changes you've made and educate them on *why* you made those changes to get their buy-in
    - Discuss with your staff how to address your customers' questions and complaints about the changes
  - o Externally
    - Take to social media and hype up your new items to draw even more attention to them
    - If you anticipate pushback on the removal of an item, make a few "If you liked \_\_\_\_\_, then you're going to love \_\_\_\_\_" posts to direct your customers towards a new favorite
    - Add a website pop-up promoting a new menu to build excitement

US Foods® customers have exclusive access to [US Foods Menu](#), a best-in-class design and print service that delivers profitable menus nationwide. Ask your US Foods sales representative how to start your next menu design project!

Learn more about US Foods healthcare resources. Visit [usfoods.com/vitals](https://usfoods.com/vitals) today!

## BACK-OF-HOUSE OPERATIONS

Evaluate your back-of-house operations for quick wins to cut costs that impact your bottom line.

- Review infection control policies
- Move back to reusable dishware where possible
- Utilize clinical staff (RD's) with passing trays
- Consider 7-day menu with tray line service
- Modify psych and room service items
- Review floor stock standard products
- Standardize order guides. Utilize [Master List Management](#) and lock in the changes
- Reduce size of to-go containers
- Evaluate expiration dates of products
- FIFO – access actual storage vs. practice
- Lock pantries

## PRODUCTION

Improve productivity and reduce expenses by re-evaluating your processes and procedures.

- Reduce portion sizes
- Repurpose leftovers
- Review basic par-levels and waste calculations
- Record waste after every meal
- Re-evaluate catering production standards
- Re-evaluate patient tray policy
- Evaluate employee meals – what is the agreement with administration?
- Train staff to properly size portions
- Consider pre-packaged vs. plated items
- Implement standard trays with dessert by request only
- Establish a standard supplement policy across all functions

## COST MANAGEMENT TOOLS

- Baseline® to expose hidden costs
- LeanPath to reduce waste
- Master List Management to identify the best product and substitution
- Product Standardization to evaluate the best product for your menu
- IMPACT™ Operational Assessment to help assess with fresh eyes

## LABOR STAFFING TOOLS & RESOURCES

- Pineapple Academy for easy, time-saving training
- Labor Focus to analyze staffing patterns and costs
- HELLP Toolkit



Stay up-to-date with all the US Foods® resources, including Healthcare Helpings, Webinars, Chef's Videos and more. Visit [usfoods.com/vitals](https://usfoods.com/vitals).

