As You Like It!

NANASP – Champions for Healthy Aging Conference
Friday, June 5, 2015 – Louisville, KY

Sharon TerHaar, Executive Director
AgeWell Services of West Michigan
QUESTION?

How to serve the Seniors of Yesterday, Today
AND the Seniors of Tomorrow?

• Diverse Ages
• Diverse Demographics
• Diverse Health Issues
• Diverse Expectations

One size does not fit all!
Central Kitchen
Wellness Center
Offices
Café
Cafe

Open to the public
Open to employees
Open to members
Congregate Center
Breakfast
Lunch
Dinners

TASTE of Tanglewood
DAILY BREAKFAST
DAILY LUNCH
DINNER TUESDAY & THURSDAYS
<table>
<thead>
<tr>
<th>NUTRITION SERVICES</th>
<th># Meals Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>Older American Act Programs</td>
<td></td>
</tr>
<tr>
<td>17 Congregate Centers</td>
<td>100,000</td>
</tr>
<tr>
<td>52 Home Delivered Meal Routes</td>
<td>125,000</td>
</tr>
<tr>
<td>Medicaid Waiver Program</td>
<td></td>
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<tr>
<td>Home Delivered Meals</td>
<td>60,000</td>
</tr>
<tr>
<td>PACE—Program of All-Inclusive Care to Elderly</td>
<td></td>
</tr>
<tr>
<td>Congregate</td>
<td>45,000</td>
</tr>
<tr>
<td>Home Delivered Meals</td>
<td>20,000</td>
</tr>
<tr>
<td>Private Pay Programs</td>
<td>5,000</td>
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</tbody>
</table>
CONGREGATE CENTERS

“personalize and localize”

1. CENTRAL KITCHEN
   Cook, Transport, Hold and Serve at Sites

2. On Site Cooks/Chefs
   May shop locally, may get items from us
   Different cooking methods

3. Restaurant Programs
   Rural location
   Hospital cafeteria
   Our Café
THE FRINGE BENEFITS of Growing Older!

1. Wellness, learning and growth opportunities
2. Community-based and community-supported
3. Home services, insurance counseling, prescription assistance and transportation

Learn more at FourPointes.org
PROBLEM:

Typical Lunches
- Hot Meal
- Big Meal of the Day
- Meat & Potatoes & all the fixings

AND.....

- No growth in centers
- Poor perception/image for seniors, community, donors
- Image Makeover
- Create a NEW Experience
- No Reservations
- Extended Lunch Option
- Choices
- Lighter Menus
- Healthier Options
SOLUTION:

Hot & Hearty Meals

Dining at the Pointes

6 people at a table could each have a different meal

Allows for extended lunch times

Prepared fresh just for you!

Changed the image
How it works!

Get a Checklist off the table

Make your selection

Drop it at the window

Help yourself to the Beverage Bar

Enjoy a small salad & fixins’ from the Salad Bar

Dining at the Pointes!

May Featured Hot Meals

☐ Roast Beef with Mashed Potatoes & Roasted Garden Vegetables

☐ Stuffed Cabbage Roll served with Au Gratin Potatoes & Fresh Herbed Vegetables

☐ Baked Chicken with Gravy and Red Skin Potato’s and Seasoned Vegetables

☐ Spaghetti & Meat Balls in Sauce Vegetable Medley
HOT LOGIC 2400  A Heavy Duty Oven
24 meals at once

That’s a lot of microwave time.
Saving time
Saving energy
Saving money

The patented Smart Shelf Technology slowly and evenly heats a meal to a hot and delicious serving temperature. “Macrowaves”

45- 90 minutes ready to go

And holds it at a hot serving temperature for up to 12 hours without overcooking or ruining the meal - preserves moisture, enhances flavors, and extends hot hold time

Just a hot delicious meal, ready when they are.

Dimensions are 23.5 Wide x 37.5 H x 14.5 D
Each shelf has individual controls – 100% automatic
Red/Blue indicator lights

Heats with Conduction not radiation
Never blows up
Never leaves part frozen
Never burns edges
Never dries out

Take meals from Ref/Freezer to this unit
No stirring
No rotating
No puncturing
FROZEN

Dining at the Pointes!
<table>
<thead>
<tr>
<th>Four Pointes Center</th>
<th>Average # unduplicated Seniors registered</th>
<th>Average # of Meals Served Daily</th>
<th>Average Per Meal Donation Collected</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Prior to Move</strong></td>
<td>64</td>
<td>18</td>
<td>$2.88</td>
</tr>
<tr>
<td><strong>1st 6 months</strong></td>
<td>105</td>
<td>32</td>
<td>$3.32</td>
</tr>
<tr>
<td><strong>Year to Date</strong></td>
<td>337</td>
<td>36</td>
<td>$3.34</td>
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</tbody>
</table>

- 81% growth
- 50% growth
- 14% growth
INVESTMENT

Equipment
Labor
Food
Waste

Different Image
Good Nutrition
Increased Satisfaction

Mission Accomplished
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