



We Value our Partnership with You

This is the inaugural quarterly newsletter from Sodexo Seniors to our valued partners. Here we will be covering the latest developments on trending topics in the senior living industry and in Sodexo Seniors. This quarter, we are focused on inflation, staffing, and the importance of hospitality. We are also sharing good news about our support for fighting hunger in the U.S. and offer suggestions for how we can all raise awareness about Alzheimer’s and dementia.

Through this newsletter we want to keep our lines of communication open and encourage you to reach out to Sodexo leadership throughout the year as – together as partners – we continue to elevate senior living. ★



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Effects of Food Inflation on the Senior Living Industry

It's no secret that the senior living industry has been one of the most hard-hit industries over the past two years of the COVID-19 pandemic. From cleaning supplies to facial coverings, from dairy products to vegetable oils, the cost of keeping communities up and running has risen like almost never before.

Food costs have been one of the inflation areas severely impacting senior living communities. Here are some insights into these rising costs and steps to take with your Sodexo Seniors team to mitigate the effects.

Ways to combat the rise in food costs

Some of the challenges include increases in both food and labor costs (including using agencies to staff up). Here are several ways your Sodexo Seniors team can collaborate with you to fight food inflation in your community:

- Evaluate and adjust portion sizes for meat, fish, and self-serve products and move to machine cuts for precision (rather than manual slicing).
- Identify and prioritize low-cost/high-popularity dishes to create alternative recipes/menus.

- Identify your top category spends – such as meat, produce, fish, or bread – and develop relationships with your key suppliers.
- Increase the frequency of meals with price-stable ingredients.
- Place bulk food orders, when possible, and stock up before costs rise.
- Reduce food waste with Sodexo's [WasteWatch](#).
- Review how often your menu includes high-volume/high-cost product dishes.
- Shift from animal protein to plant-based protein when available and appropriate.
- Switch to generic ingredients for break rooms, such as sugar, sugar substitutes, and coffee creamer.

Key food categories feeling squeezed

These three main food categories have been particularly hard hit over the past couple of years.

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Effects of Food Inflation on the Senior Living Industry (continued)

Chicken supply

Chicken costs have risen due to the avian flu and soaring feed costs. Because Ukraine is a major exporter of chicken, the Russia/Ukraine crisis has also contributed to chicken inflation. Here are some ways to combat high chicken prices:

- Consider using a blend of white and dark meat chicken, or plant-based and animal-based protein in dishes.
- Explore alternative protein sources, such as plant-based foods.
- Review how often your menus include chicken, and work to reduce it.

Cooking oil supply

Cooking oil costs have risen due to a poor canola harvest in 2021, COVID-related demand, and the Russia/Ukraine crisis (both countries are major sunflower exporters). Here are some ways to combat high cooking oil prices:

- Consider using alternative fats, such as margarine, olive oil, or hemp seed oil.
- Optimize how you apply oil while cooking, such as spraying vs. drizzling.
- Prioritize dishes that require less oil, such as grilling or air-frying.
- Recycle used oils responsibly, where available.
- Review how often your menus require cooking oil and work to reduce it.
- Maximize the oil life in your fryer.



Fish supply

Fish costs have risen mainly due to the Russia/Ukraine conflict, as Russia exports 40% of the world's white fish.

- Explore alternative protein sources, such as plant-based foods.
- Source locally caught fish species to avoid availability issues.
- Swap out expensive fish for more cost-effective species.
- Use alternative types of seafood, such as shrimp, squid, or mussels.

The Sodexo Seniors team is here for you, providing insights about the senior living industry that make a difference

to your business. Discuss these suggestions with your Sodexo managers and use our guidance to help optimize your food menus for today's economic climate – and for whatever the future brings. ★



A Key Ingredient for Success: Hospitality

Merriam-Webster defines hospitality as “the activity or business of providing services to guests in hotels, restaurants, bars, etc.” This definition implies that hospitality and service are interchangeable terms that are synonymous with the act of providing service or care—but they are not. Hospitality is the most powerful business strategy that companies in the service industry can implement, but most are not using it as effectively as they could or should. And service without hospitality breeds complacency in every aspect of care. Hospitality is integral to making your business stand out, but it requires knowing the difference between hospitality and service.

Hospitality vs. Service

How does service differ from hospitality? Service is a sequence of acts, tasks, and procedures that are done with consistency. It is what you do for someone rather than how you make them feel. Service is methodical and automatic;

it is not hospitable. Service without hospitality is nothing more than a transaction, and transactions do not make customers feel special, engaged, and loyal.

By focusing on being hospitable, your service automatically improves. This is because hospitality involves customizing a service or experience for each guest or customer. It is the positive emotional response that customers feel when they are receiving service. As such, hospitality should be dynamic, hopeful, open-hearted, and generous.



In essence, being hospitable requires recognizing and indulging the humanity in others, which in turn results in elevated service.

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A Key Ingredient for Success: Hospitality

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Ensuring Consistent Hospitality

Companies that provide service without providing hospitality are not really connecting with their customers. They care more about results than people. But putting people first will always lead to success and repeat customers/business. People remember the way you make them feel more than the service they received. And the best way for service providers to ensure that customers are happy is to ensure that their employees are happy. This requires employers to hire employees who believe that it matters to make people feel better. Look for job candidates who naturally possess kindness, optimism, a strong work ethic, curious intelligence, empathy, self-awareness, and integrity.

At Sodexo Seniors, hospitality is a priority. We accomplish this by recognizing and catering to the humanity of others. We are committed to creating an elevated hospitality experience for residents and their families. The main ingredient in any senior living experience should be hospitality. With Sodexo Seniors as your partner, we will ensure that ingredient is always present. Our Sodexo Seniors team will always focus on putting hospitality above all else to ensure that your residents have the exceptional experience they deserve. ★





Finding the Right Fit for Staffing Needs

In the United States, more than 90% of senior living providers are struggling to retain high-performing, loyal workers. Food service has been a tight job segment for all industries. As a consequence, senior living communities are competing with restaurants and hotels for a limited number of job candidates. When communities are short-staffed, providing even basic levels of care and attention that seniors need becomes a challenge.

Experts predict that this trend is likely to continue in 2022, so it is imperative to find effective strategies to address this persistent issue. As an industry leader in hiring, training, and retaining top talent, Sodexo Seniors has developed a proven approach to building and nurturing a high-performing team.



Finding Talent

Offering competitive wages and benefits is a surefire way to increase the number of candidates vying for your open positions. Be sure to make optimal use of all of the recruitment resources available to you. If you have a referral program, use it to the fullest. If you don't have a referral program, consider creating one.

Recruiting the Right Talent

Become more intentional of who you choose to hire: Hiring people who aren't the right fit for your positions is a costly waste of resources. Predictive analytics can help you determine which candidates are the best fit for open positions. When you do identify the right candidates, expedite the hiring process and simplify the onboarding procedures.

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Finding the Right Fit for Staffing Needs

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Retaining Talent

Nothing makes employees feel more valued than treating them with respect and showing that you appreciate them. Regular communication and positive coaching are integral to ensuring everyone feels connected.

As the senior care industry evolves, ongoing training is a vital step to make sure that employees know the latest practices and techniques and how to implement them on a daily basis. Lastly, company leadership should be compassionate, offering flexible work schedules and demonstrating a commitment to diversity, equity, and inclusion.

These best practices make up our strategy for successfully engaging and retaining employees. Our staff choose to remain with us for decades as they move up the ranks. Moreover, they are helpful and caring individuals who are committed to creating exceptional experiences for seniors. By following these best practices, Sodexo Seniors has experienced strong retention rates.

In case you missed it, please [click here to listen](#) to our recent webinar on current staffing challenges and opportunities. ★





Sodexo’s Stop Hunger Foundation Is Making a Local and Global Impact

No one should ever have to feel the pangs of hunger, but the reality is that too many families experience hunger and food insecurity every day. These issues have been further intensified due to the pandemic. Yet, Sodexo employees and the communities in which they serve continue to seek ways to become part of the solution to end hunger. Every year, during Servathon, Sodexo’s largest annual volunteering event to help stop hunger, employees collaborate with the Sodexo Stop Hunger Foundation to provide food aid and support in

“The Stop Hunger Foundation is committed to making a positive impact to end hunger in communities across the US, but we can’t do it alone,” says Executive Director Roxanne Moore. “We are fortunate to have many excellent business and community partners and dedicated Sodexo employees, locally and nationally, who collaborate and coordinate their unique insights and resources to solve this complex problem. This type of cross-sector coordination is essential for creating social change that will help end hunger permanently.”

**Thanks
to many
volunteers**

Over
\$25,000
was raised

65,228
beneficiaries assisted

equivalent of
167,511
meals were donated

communities all around the world. Established 26 years ago by Sodexo employees in the US, the Stop Hunger Foundation is a global non-profit network in 54 countries. Its mission: to act locally and sustainably for a hunger-free world.

In 2021, with the help of thousands of employees and partners, the foundation made strides to ensure people have access to nutritious food more immediately, while also establishing initiatives that will help people find a pathway out of hunger.

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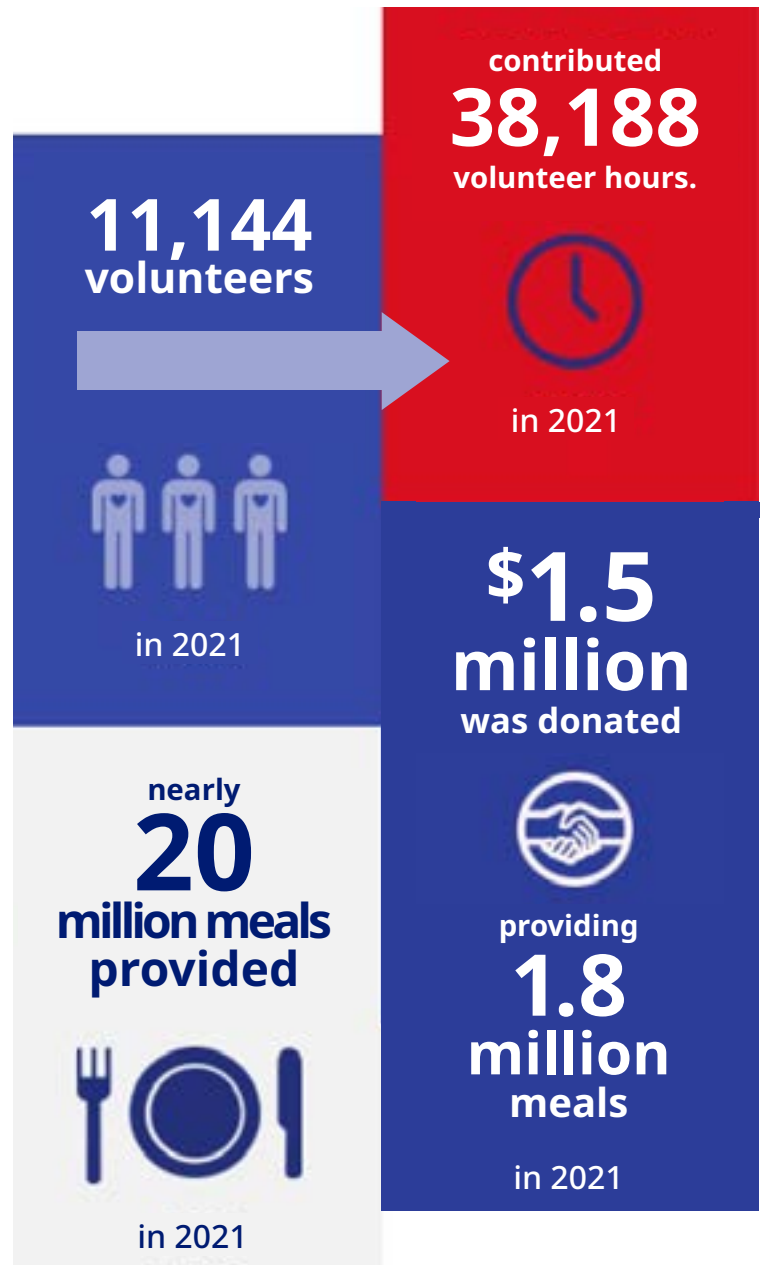
Sodexo's Stop Hunger Foundation Is Making a Local and Global Impact (continued)

Here are some of the highlights from 2021, which are included in the "Bright Futures Begin Where Hunger Ends" impact report:

- Close to 20 million meals were provided.
- 11,144 volunteers contributed 38,188 volunteer hours.
- \$1.5 million was donated, which is the equivalent of 1.8 million meals.
- 2.5 million beneficiaries were impacted.
- 1,000+ transportation partners helped deliver meals.
- 112 grants were distributed to support food aid and beyond food aid activities.

The success of the Stop Hunger Foundation is due to the dedication of our employees and partners, including members of our own Seniors team who recently volunteered in a canned food drive at Sodexo headquarters in Gaithersburg, Md. All proceeds were donated to a local food bank.

You can [read the complete impact report here](#) to see how Sodexo teams are making a difference. You can also visit [Sodexo Stop Hunger Foundation | Linktree](#) or www.HelpStopHunger.org for more information. ★





June Is Alzheimer’s and Brain Awareness Month

Today, more than 6 million Americans are living with Alzheimer’s, the most common form of dementia. By 2050, this number is projected to rise to nearly 13 million. Dementia or some form of cognitive impairment exists in every part of the senior living community— including 60% of the population in assisted living environments. Given these statistics, it is imperative that senior living providers, caregivers, and the overall public become more informed about Alzheimer’s disease and dementia.

June is Alzheimer’s and Brain Awareness Month—which provides an opportunity for millions of people around the country to share information and resources about effective treatments, preventive strategies, and how to provide standard care to those affected. Whether it is in the form of advocacy or volunteering with organizations such as the Alzheimer’s Association, everyone can participate.

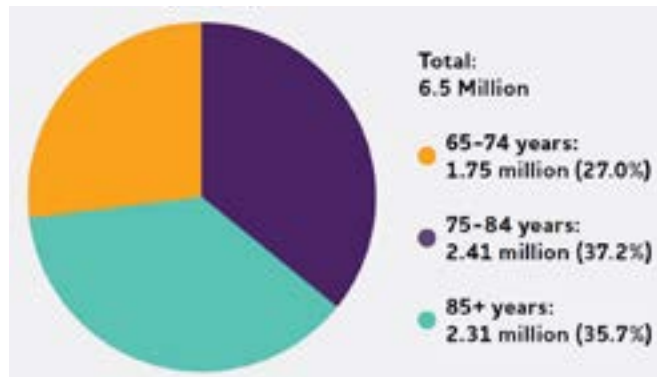
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Number and Ages of People 65 or Older with Alzheimer’s Dementia, 2022*



<https://www.alz.org/media/Documents/alzheimers-facts-and-figures>

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June is Alzheimer's and Brain Awareness Month (continued)

Whatever your skills and whatever time you have available is useful, as there are often in-person and virtual opportunities to provide vital support for people living with Alzheimer's and their families. The Alzheimer's Association also recommends that everyone "Go Purple" in June—by wearing purple throughout the month and flooding social media with the color.

Raising awareness can help people recognize the early signs and symptoms of Alzheimer's and dementia. Because a growing number of residents in senior living communities are impacted, next-level hospitality services are needed to improve clinical outcomes and enable adults with cognitive impairments to thrive in place longer.

In many cases, it begins with your own staff. For example, Sodexo Seniors' B Integrated Dining & Therapeutic Hospitality™ program takes a holistic approach to benefit residents who may have mild cognitive impairment or dementia across all levels of care.

The B program offers team members evidence-based education and training to recognize signs of dementia and to work more closely with clinical care teams. It also highlights steps team members can take with dining room layouts and hospitality approaches to create a more inclusive environment for residents with cognitive impairment. Taking a collective approach is essential to providing the care your residents need and deserve.

The more people are aware of the impact of Alzheimer's disease and dementia, the more action we can inspire. For further information and the actions that the Alzheimer's Association recommends for raising awareness, visit <https://alz.org/abam/overview.asp>.

For more information about our B Integrated Dining & Therapeutic Hospitality™ program, please contact your Sodexo Seniors representative. ★





Malnutrition Facts

- Malnutrition can impact up to 50% of residents in senior living communities and dietitians are uniquely qualified to diagnose and treat this condition.
- Collaboration with an interdisciplinary team can ensure that all aspects of a resident's needs are met and that the appropriate level of care is provided.
- In 2019, CMS rolled out a new payment model called PDPM that aims to better capture and reimburse based on a patient's individual needs. With PDPM, dietitians are directly involved in the reimbursement that communities receive for short-term Medicare residents for services that include the treatment of malnutrition, obesity, chewing, and swallowing difficulties, and more. ★



Thank you for reading our Sodexo Seniors Client Newsletter. We value the partnership we have with you. Please let us know if you have any questions or if you have topic suggestions for future issues.



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