

Cancer Treatment Centers of America Philadelphia



Steven D. Newman Jr.
Culinary

Cancer Treatment Centers of America



“One Stop Shop” for Cancer Care

•Personalized Care

- Every patient is assigned a Nurse Navigator (Care Manager)
 - Dedicated to Orchestrating Patients Logistics
 - *Schedules*
 - *Communications*
 - *Educations*
 - *Follow-ups*

•Integrative Care – *Specialized in Oncology*

- *Physical Therapy*
- *Acupuncture*
- *Massage Therapy*
- *Chiropractic services*
- *Nutrition counseling and guidance*

CTCA – Philadelphia Culinary Experience



Hospital Food

- Reputation
 - *“Hospital Food” Stigma*
 - *Institutional Cooking*
 - *Frozen/Prepackaged Foods*
 - *Lack of Food Diversity*

Cancer Treatment Center of America

- Mission to Break from that Stigma
 - *Use of food as another layer of treatment*
- Hiring of Industry Experts
 - *Jack Shoop - Master Chef*
 - *Restaurant Style Kitchen Staff*
- High Quality Fresh Foods
 - *“Scratch” kitchen*
 - *Organics*
- Routine Training and education of Culinary Staff

CTCA – Philadelphia

Culinary Challenges Faced



CTCA Nutritional Standard met the highest level of quality achievement based criteria from **Good Food Healthy Hospital** and being recognized by External Organizations for best practices in Nutrition

Challenges

•Financial

- *Maintaining this high quality standard at a cost*
- *Financial Sustainability when there is a shift in budgetary asks – “No budget to Low budget”*

•Staffing

- *Key drivers of quality standard are no longer with company, What do you do?*
- *Turnover in food industry – Maintaining an informed and educated staff*

•Customer Base

- *Employees wanting something different – How do you balance being “healthy” and making money?*
- *Patients wanting comfort foods/traditionally non-healthy*

•Leadership

- *Change in landscape – Different leader structure & Philosophy*
 - *No set policy to “Carry the torch”*



Good Foods, Healthy Hospitals

Funding is provided by the Pennsylvania Department of Health through the State Physical Activity and Nutrition grant and Preventive Health and Health Services Block Grant from the Centers for Disease Control and Prevention

Created to connect healthcare institutions in the Philadelphia area to breed a new culture of health and wellness through food for a large population of patients, staff, and caregivers

GFHH Helpful Resources	
Networking	New Trends/Ideas
Task Force Meetings	Food Innovation
Recipes	Criteria/Healthy Template
Common Market	Local happenings

Beyond the Challenges

What we have done to get through the challenges



- **Work with Executive Level Management**

- *Start here, get green light*
- *Educating them on the how's and why's*
- *Stay consistent with information*

- **Combined Nutrition & Culinary**

- *Daily interaction with clinical dietician management & staff*
- *Involved in all food related decisions*

- **Engaged Staff**

- *Communication to staff*
- *Make it important to them*
- *Menu Development*

- **Learn from others**

- **Created tangible guides**

- *Plan – o – Grams*
- *Order Guides specific to Healthy options*
- *In-services with Nutrition team*
- *Seasonal Produce Charts*
- *Menus/Recipe Catalog*
- *Farm Shares for Staff*
- *Redefining the Culture*

Changes being made



- **Stopped sugary beverage sales**

- *Initial thought, “what are you doing?”*
- *Went on a hospital visit*
- *Compliments and appreciation*

- **White bread products**

- *100% Whole wheat only*
- *Drexel food lab Wheat Roll*

- **Increased our local sourcing of food**

- **Increased our buying of organic and responsibly produced products**

- **Signage/placement of product**

- Replaced Coke signs with Honest Tea
- Took down giant iced cream menu
- In front of registers – used to be chips, now fresh fruit

- **Cooking Styles**

- Scratch cooking
- Rational oven cooking
- Fryer less cooking

- **GFHH Criteria**

- Using them to guide our path

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