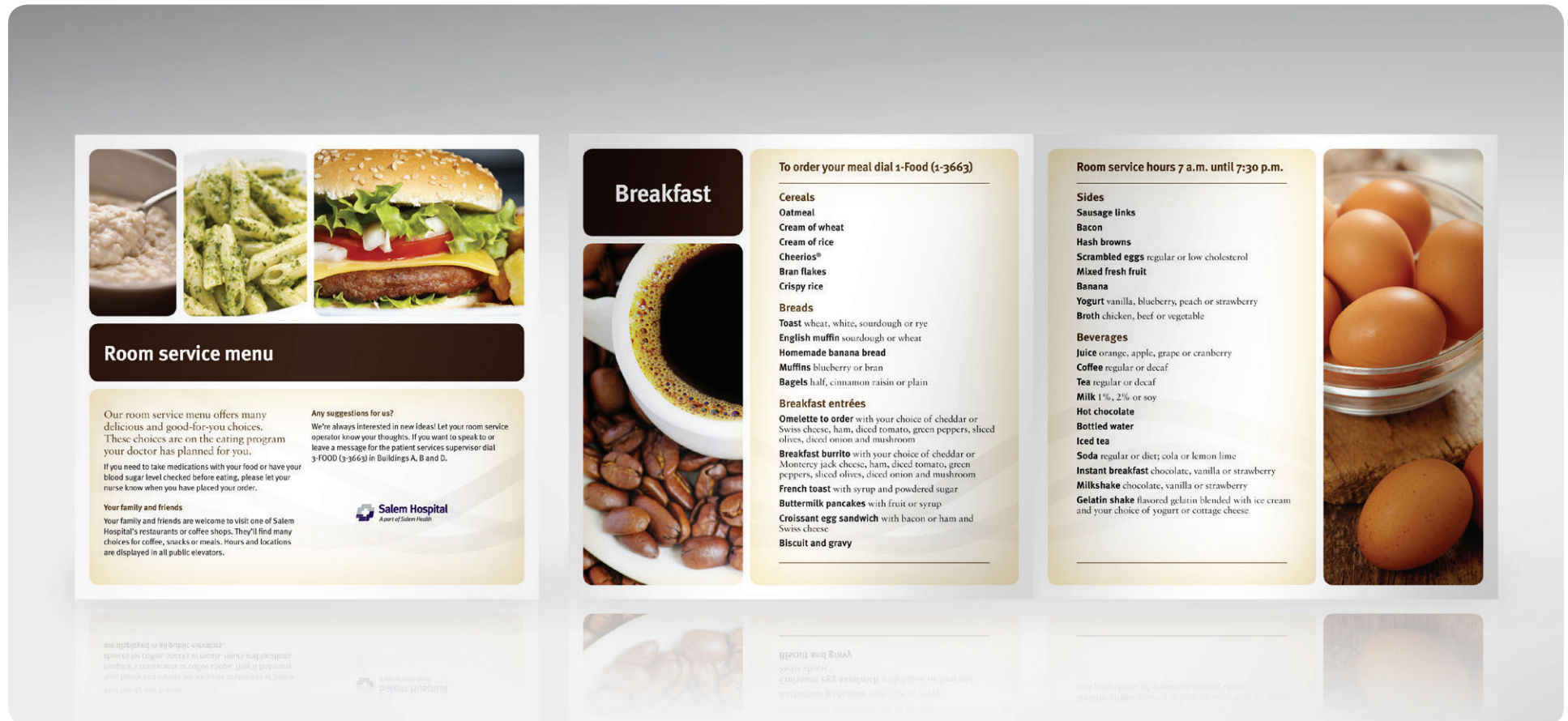


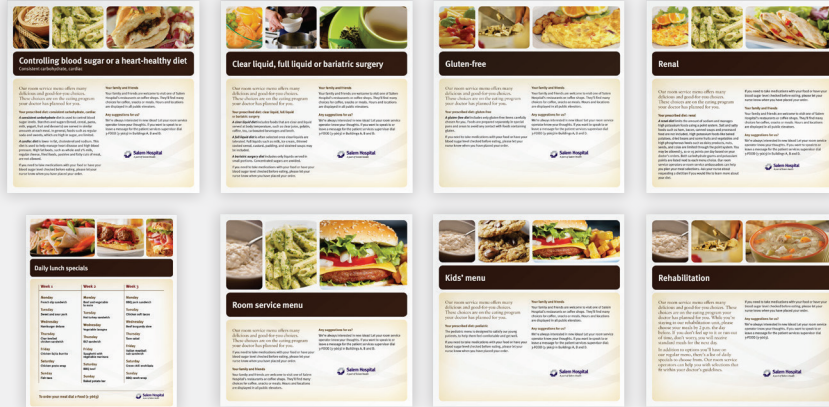


Replacing a general menu with a series of specific menus



Positive patient care and interaction was an essential part of the overall brand restage for Salem Health and Salem Hospital. Room service menus had been large, cumbersome and unattractive and needed to be replaced.

Full-color menus in an easy-to-handle booklet size were designed for seven different diets to replace the single, heavy menu used for all patients.



BUSINESS A regional hospital, 5th largest in Oregon
MARKET In-room patients receiving care

Making it easier for patients to choose from their prescribed diet plan

CHALLENGE

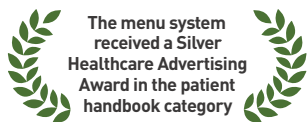
Patient menus had been designed in-house using Publisher® and placed into heavy folders. They were difficult to keep clean and cumbersome for patients to handle. By having all food choices in one menu, patients were often frustrated because their prescribed diets did not include items shown on the menu. The challenge was to create different versions that could be used and thrown away, and that the in-house team could update in Publisher as items changed.

STRATEGY

We recommended an 8 x 8 size for ease of handling and effective printing. Working with the nutritional services team, we identified seven different menus for specific patient diets — everything from liquid-only to renal, cardio-vascular, and just for kids. Stock photos were chosen to add taste appeal and the layouts were formatted for easy updating and imprinting in black. Once completed, Publisher templates were created for ongoing in-house revisions. Menus were also translated into Spanish and Russian.

RESULTS

Patients are happy with the attractive, easy-to-read format. Nurses can communicate effectively with patients about their prescribed diet. And cleanliness protocols are maintained.



The menu system received a Silver Healthcare Advertising Award in the patient handbook category

^ The seven different menus for specific diets all incorporate attractive photos and easy-to-read print. Content is printed in black so it can be updated and imprinted as menu items change.