

CASE STUDY

Transform Hospital Dining and Boost Sales with a Hospitality-Inspired Makeover

At our client hospital in Miramar Beach, Florida, TouchPoint Support Services saw more than a hospital cafeteria – they saw untapped potential. The goal? Turn a functional space into a destination dining experience that keeps caregivers on campus, attracts guests, and elevates the perception of hospital food.



The Dining Dilemma

TouchPoint faced multiple challenges:

- Outdated decor and limited menu variety
- Strong competition from nearby franchise restaurants
- A hospital preference for keeping staff on-site during breaks

To compete, TouchPoint needed to offer more than convenience. They needed exceptional service, food quality, ambiance, and value – all under one roof.

Introducing Table 137®

In January 2022, TouchPoint launched a six-week transformation of the café into Table 137®, a modern, upscale dining concept designed to create a calming, restaurant-quality experience within a hospital setting.

Key upgrades included:

- **Modern aesthetics:** new flooring, furniture, décor, and digital signage
- **Operational enhancements:** optimized customer flow and new food service equipment
- **Menu innovations:** handcrafted pizzas ready in 90 seconds, interactive food stations, and expanded offerings
- **Ambiance upgrades:** custom music, scents, and refreshed associate uniforms
- **Premium Roast Coffee station:** high-quality brews rivaling national chains



A New Standard for Hospital Dining

The outcome was transformative:

- 78% increase in year-over-year café sales
- Significant rise in non-hospital guest traffic
- Rave reviews from leadership, associates, and visitors



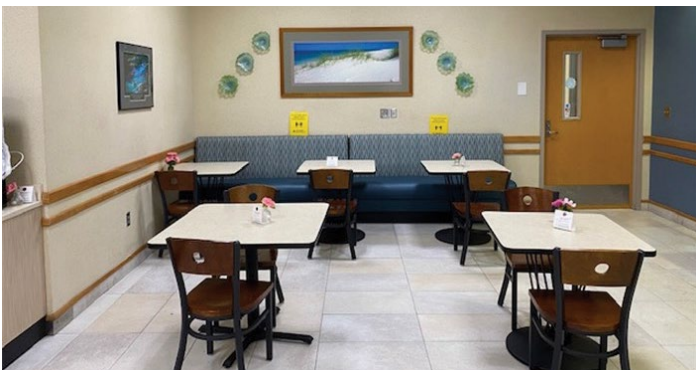
Servery Before



Servery After



Dining Room Before



Dining Room After



Scalable for the Future

With the success of Table 137® at Emerald Coast, TouchPoint is expanding the concept across other facilities. Multiple design variations are available to fit different space needs, allowing for system-wide adoption of elevated, efficient, hospitality-driven hospital dining.

Ready to Elevate Your Healthcare Dining Experience?
Contact TouchPoint to Discover How Table 137® Can Boost
Revenue and Staff Satisfaction at Your Hospital.

www.touchpointsupportservices.com

