

CASE STUDY

The Power of Purpose, Process & People: How TouchPoint Improved Hospital Patient Satisfaction by Nearly 10 Points



Improving patient satisfaction requires more than serving better meals. It requires a culture built around accountability, hospitality, and continuous improvement. Across eight Florida hospitals, TouchPoint Support Services partnered with hospital leaders to strengthen every aspect of the patient experience. By implementing standardized quality initiatives, enhancing associate engagement, ensuring leadership accountability, and gathering real-time patient feedback, the Florida market achieved a nearly 10-point improvement in patient satisfaction with hospital food service while strengthening operational consistency across every location.

The transformation demonstrates how a standardized hospitality model can produce measurable improvements in patient satisfaction while creating a more consistent, patient-centered hospital dining experience.

Transforming the Hospital Patient Dining Experience Through Operational Excellence

Hospital food service is a critical component of the overall patient experience, yet delivering restaurant-quality hospitality within a complex healthcare environment requires far more than exceptional food. Success depends on standardized Food & Nutrition Services (FNS) operations, engaged associates, leadership accountability, and a hospitality-first culture that supports both clinical care and patient satisfaction.

Rather than focusing on isolated improvements, the team implemented a comprehensive market-wide strategy built around standardized operating practices, continuous measurement, associate engagement, and real-time accountability. By combining operational discipline with a hospitality mindset, TouchPoint transformed hospital food service into a measurable contributor to the patient experience, creating a sustainable framework for continuous improvement and long-term operational excellence.



What really changed wasn't just the food. **It was our culture.** We invested in our associates, strengthened accountability, and empowered every team member to take ownership of the patient experience. When associates feel supported, they naturally provide better care, and our patients experience that every day.

- Nuwo Nwobegono, Director, Dining Services, TouchPoint Support Services



+9.7 Points

Overall Patient Food Experience

+12.9 Points

Florida East Net Food Score

+8.0 Points

Food Service Staff Satisfaction

3,200+

Patient Surveys Collected

Results at a Glance:

Hospital Food Service Performance

- 8 hospitals across Florida
- 3,200+ patient surveys analyzed in FY26
- +9.7-point improvement in Net Food Score
- +8-point improvement in Food Service Staff Interaction
- Market-wide standardization across patient rounding, action plans, test trays, and quality audits

Driving Consistent Patient Satisfaction Through Operational Accountability

TouchPoint established a consistent market-wide quality framework designed to identify opportunities before patients experienced them. Monthly action plans provided measurable objectives for each director, directly linked to patient satisfaction outcomes. Subject matter experts reviewed progress, analyzed patient feedback, and transformed recurring issues into actionable improvement plans that drove measurable gains in patient satisfaction.

Leadership teams strengthened operational excellence through:

- Test tray auditing
- Tray accuracy audits
- Patient rounding
- Monthly performance reviews
- Qualtrics comment analysis
- Continuous improvement tracking

Rather than simply measuring performance, the action plans connected operational tasks directly to patient satisfaction scores, allowing leaders to quickly determine which initiatives were producing measurable improvements and where adjustments were needed. This structured accountability created consistency across all hospitals while accelerating improvement throughout the market.

Delivering a Better Hospital Patient Dining Experience

TouchPoint also reimagined the patient meal experience through hospitality-driven service standards. Teams reset plating standards, retrained associates on presentation, strengthened recipe compliance, expanded bedside ordering initiatives, and introduced enhanced meal presentation programs that engaged both FNS and nursing teams.

Additional innovations included:

- Enhanced plate presentation standards
- Patient Server Timeout Logs
- TASTE Plate presentations with nursing
- Increased bedside patient rounding
- Improved room service workflows
- Real-time service recovery

One of the Florida market's most impactful innovations, the Patient Server Timeout Log, empowered every associate to stop service whenever quality standards were not met. This simple process strengthened accountability across culinary and patient services teams while resolving issues before meals reached patients.

Building a Culture That Drives Better Patient Experiences

While operational improvements were essential, Florida leadership consistently pointed to culture as the greatest driver of success.

The market focused on:

- Meaningful associate engagement
- Servant leadership
- Leadership coaching
- One-on-one development
- Associate recognition
- Continuous communication
- Cross-functional teamwork



Leadership intentionally invested in associates through coaching, development, and recognition, creating an environment where associates felt supported and empowered to improve the patient experience every day. This culture of ownership translated directly into stronger patient interactions, greater operational consistency, higher associate engagement, and measurable improvements in patient satisfaction.

The result was a measurable improvement not only in food satisfaction but also in patient perceptions of FNS associates, demonstrating that operational excellence and associate engagement work hand in hand to improve patient outcomes.

Proven Results. Repeatable Success.

Within one fiscal year, TouchPoint helped transform patient food service performance across its Florida market.

- Overall Net Food Score improved 9.7 points (-0.9 to 8.8)
- Florida East Net Food Score improved 12.9 points (2.0 to 14.9)
- Food Service Staff Interaction Score increased 8.0 points
- Patients reporting food met expectations increased from 57% to 61%
- Taste-related complaints declined by 16%
- More than 3,200 patient surveys validated improvements across the market

Beyond the measurable gains, the initiative established a scalable operational framework built on leadership accountability, associate engagement, hospitality, and continuous improvement. Together, these initiatives demonstrate how a standardized hospitality model can improve patient satisfaction while creating a more consistent, efficient, and patient-centered hospital dining experience. Today, this scalable framework continues to help TouchPoint deliver consistent patient experiences while providing healthcare organizations with a proven, scalable model for improving patient satisfaction, operational performance, and long-term service excellence.

Ready to Build a Better Patient Experience?

Exceptional patient experiences begin with exceptional support services. TouchPoint helps healthcare organizations improve patient satisfaction, strengthen Food & Nutrition Services, and drive operational excellence through standardized, hospitality-driven solutions.

Connect with our healthcare experts to explore how TouchPoint can help your organization achieve measurable improvements in patient satisfaction and operational performance.

Visit www.touchpointsupportservices.com to learn more.

