2nd Annual Fit Fathers Day Celebration

Sunday June 21st

Fit Fathers Ambassador
Jason McCourty
Tennessee Titans

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WELL – Business Case For Pilot Investment

Bill Barum
Senior Director of Hospitality, Operations and Retail

Cleveland Clinic

1/08/2016
CC Food Related Activities to support Wellness Initiatives

Replaced or reconfigured over 70% of what is served
Implemented “Go” foods statement - , <4gr. of sugar, <4gr Sat Fat, < 600mg salt
Eliminated deep fat frying
Implemented standard operating procedures for cooking and holding product
Removed all sugar added beverages
Removed all products with Trans Fats
Removed all sugar confections from Vending and Retail
Removed all Full Fat milk
Implemented stricter guidelines for base products
Replaced chef and retrained staff on cooking methods
Implemented daily tasting and evaluation
Launched evening meal in Doctor’s Dining Room
Why Food?

Food is the original medicine

Inpatient food satisfaction ratings are low vs. other hospitals and overall CC patient satisfaction

Currently serving overly engineered food in retail packaging

Food is a critical component of Wellness initiative

Poor nutrition is a risk factor for four of six leading causes of death in U.S.

Food can and should be the new medicine
Vision

To successfully blend a powerful group of multidisciplinary professionals with a fresh perspective and deep expertise that will transform the role that food plays in health and well being

Producing truly innovative foods that do not exist today but will become new standards of the future, substantially impacting health and wellness and proactively reducing pharmacological dependency globally
February 18-20, 2016
Mandarin Oriental Hotel
Washington, DC