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**Granger Cobb
Institute for Senior Living**

FOODSERVICE IN HEALTHCARE:
New Business Opportunities in Senior Living

Dr. Nancy Swanger, Founding Director

02 February 2024

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What is Senior Living?

- Overview
- Cultural differences
- Growth and demand

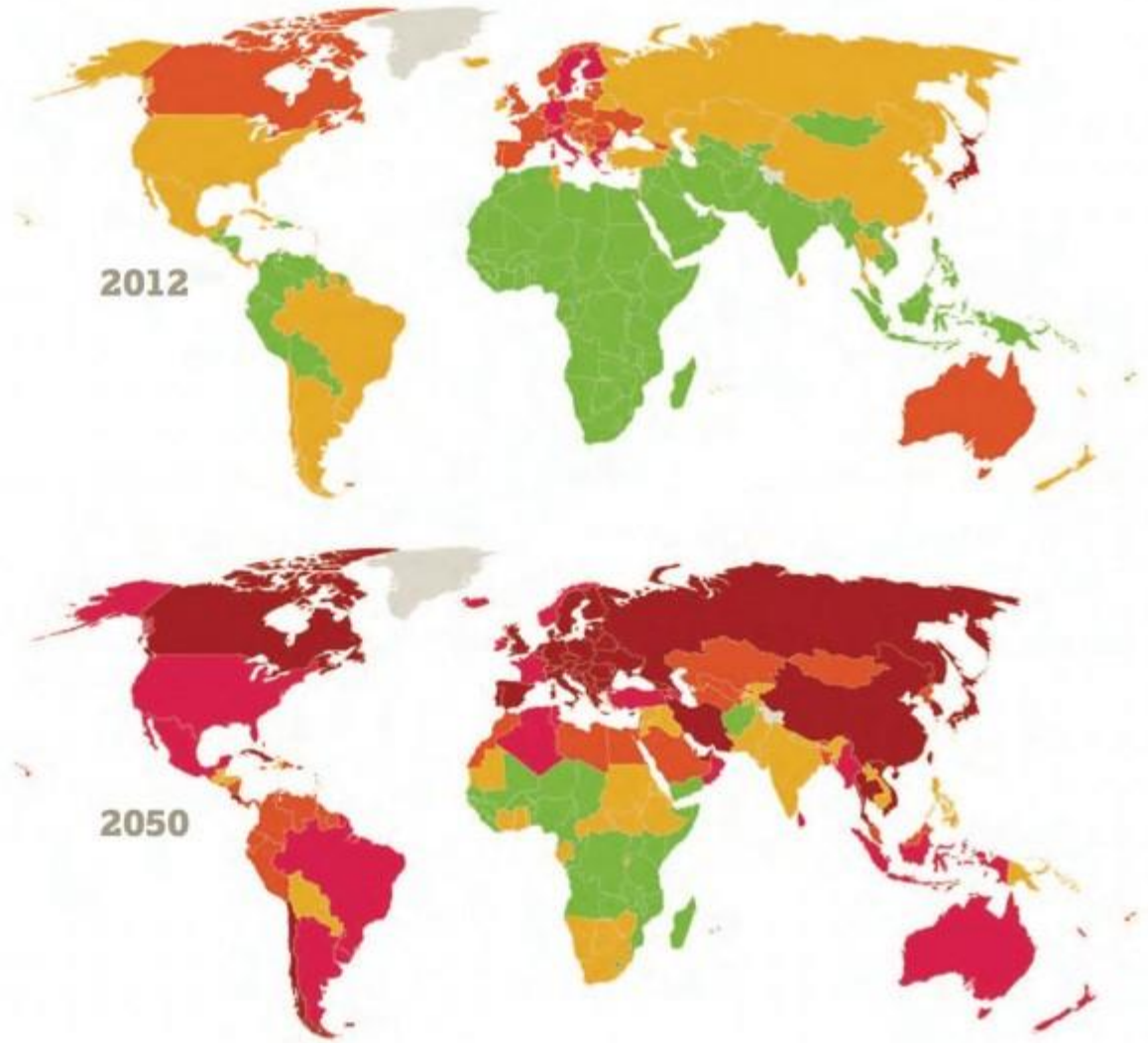
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Proportion of the population worldwide aged 60+ in 2012 and 2050

Figure 1: Proportion of population aged 60-plus in 2012 and 2050

The proportion of the world's older population will rise dramatically over the next decades.

- 0-9%
- 10-19%
- 20-24%
- 25-29%
- 30+%
- No data



Source: UNDESA Population Division, Population Ageing and Development 2012, Wall Chart, 2012
Note: The boundaries shown on this map do not imply official endorsement or acceptance by the United Nations



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If you could change one thing about senior living as we know it,
what would it be?

The food!

That we spend an average \$7 per day on raw food is sad.

Seniors should have the best food money can buy.

Eric Medelsohn, CEO & President
NHI (National Health Investors REIT)

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Importance of Foodservice in Senior Living

- Socialization
- Person-centered nutrition
- Well-being

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Opportunities in Foodservice

- Restaurant-style dining
- Stronger relationships
- Innovation
- Better work-life balance for staff

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Challenges in Foodservice

- FOH/BOH training
- Special diets and allergies
- Health and safety
- Menu variety
- Budget constraints
- Resident satisfaction

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Trends in Foodservice

- Technology and AI integration
- Sustainability
- Community engagement
- Ghost kitchens

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Financial Benefits for Senior Living Operators

- Increased resident satisfaction and retention
- Positive reputational impact
- Referrals

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But what do the Baby Boomers want?

- Multiple/smaller venues
- Flexibility
- Casual with options for special meals/occasions
- Menu choices

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So...What's the Bottom Line?

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Thank you!

Questions? Comments?

swanger@wsu.edu

<https://business.wsu.edu/departments/hospitality/institute-for-senior-living/>

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