

# R.D. NETWORK NEWS

FALL, 2002

VOLUME 6, ISSUE 3

INTERNATIONAL  
REGISTRY OF CONSULTANT  
DIETITIANS FOR BUSINESS,  
COMMUNICATIONS,  
EDUCATION AND  
HEALTHCARE

## LABOR / STAFFING

*They're just simple mice. They just respond to what happens. We're little people. We're smarter than mice. We should be able to figure this out.*

*"I know we're smarter," Haw said, "but we don't seem to be acting smarter at the moment. Things are changing around here, Hem. Maybe, we need to change and do things differently".*

**- Who Moved My Cheese,**  
S. Johnson, M.D.

Whether you are new to the industry of health care food service management or a seasoned professional, one must be prepared to anticipate changes as well as initiate them.

A major continuing challenge for the health care industry as we proceed in this new millennium is labor, (recruitment, training, and retention). Added to that are the empty bed syndrome, food and labor budgetary constraints.

The nature of work and opportunity has changed. Employment -even full time- for those of few skills and little education is often insufficient to move one out of

poverty. Job growth has shifted from the manufacturing to the service sector, and skills are needed even for low wage jobs.

Human Resource departments spend the majority of their time recruiting degreed professionals. The hourly workers are left to be recruited, hired, and trained by the Director of Food and Nutrition Services.

But, where is the time to search and develop the connections with the community to have a waiting list of pre-screened candidates to service your department? With turnover rates at 125% where are the connections to agencies, schools, organizations who have trained personnel?

What is the perception of your institution in the community? What is the market perception of the available jobs? What is your competition? How are your needs advertised to the community?

What are you going to do to stimulate employees, who will be making minimum wage, to take pride in their work? What are you going to do to retain your current staff while expecting them to adjust to all the changes and do more work for no change in pay?

### A FEW NEW CLIENTS:

- Jewish Home Greater Harrisburg PA
- Ingleside Care Center DE
- Harborside H.C. NJ
- HCR-Manor Care of Glenside NJ
- Northbridge Rehabilitation MA
- SPIN-Head Start PA
- Professional Services @ Brandywine PA
- Southgate Health Care Center NJ
- Gulliver Academy FL
- Semper Care PA
- Weber Shandwick IL
- Southside Regional Hospital VA
- Georgetown Univ. Washington DC
- Baxter Corporation OH,PA,CT,MD,VA,NC,MA,MI,IN
- WELL-CORP, Inc CT,PA,TX,VA,MO,FL,NC

Next, what are the expectations of upper management? Do they expect a novice Certified Dietary Manager (CDM), who has only taken a 90 hour correspondence course, to be able to handle all the internal as well as external costs with understanding and ability in a hospital, LTC, CCRC, or ALF ?

Will the director be able to analyze the changing needs of the department and creatively staff it?

### INTERNAL COSTS:

*Food/Purchasing;  
Food/Production;  
Food/ Service Style;  
Food/Clinical;  
Labor/Training*

### EXTERNAL COSTS:

*Lost Marketing Sales;  
Legal Costs; Insurance;  
Turnover;  
Compromised Care.*

This is not to question the qualifications of a basic Department Director. It is to illustrate the increasing struggles health care organizations have been facing over the past ten years . Questions such as where to find labor, how to get them to your facility, how to beat the competition, and develop a commitment.

### WISE WORDS ON PERSPECTIVE

*We always admire the other fellow more after we have tried to do his job.*

Wm. Feather author,  
publisher

# R.D. NETWORK NEWS

FALL, 2002

VOLUME 6, ISSUE 3

*Global provider of food & nutrition consultants*

R.D. NETWORK, INC.

303-D SHAWMONT AVENUE

PHILADELPHIA, PA. 19128

(215) 482-4461 OR 877-482-4991

FAX: (215) 482-9947

e-mail: [rd-network@msn.com](mailto:rd-network@msn.com)

[www.rdnetwork.com](http://www.rdnetwork.com)

## RECRUITMENT, TRAINING, RETENTION cont'd.

Questions about remaining independent or contracting a management company because of the inability to find adequate labor.

Questions on how to teach HACCP, food safety, basic on the job training to non- English speaking individuals.

Now there is the ability to select all or part of a management training program conducted by an educated, experienced professional with a 15 year proven track record in staff recruitment, training and retention programs.

- Learn how to recruit and maintain key personnel
- Learn how to analyze labor needs for your organization

- Learn how to creatively staff to meet your facility's specific needs
- Learn how to design a training program to retain your personnel
- Learn interviewing techniques for the food service industry
- Learn how to reduce turnover costs and increase retention savings
- Learn how to develop an inexpensive promotion/advertisement program for your department

This management program is an assist to an existing department. It will enhance and enrich your food service department in a short time at a cost that will be less than the recognized savings.

**Call RD NETWORK, INC.** today for a free initial consultation. **877-482-4991** or e-mail us at: [rd-network@msn.com](mailto:rd-network@msn.com)  
[www.rdnetwork.com](http://www.rdnetwork.com)