



## Proper Preparation Prevents Poor Programmatic Performance



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## Systems Aren't Too Sexy, For This Work

UPS isn't the only company doing logistics

- When people ask what our job is we obviously say home delivered meals but we also say logistics.
- What do you get done?
  - Avg. 330 hot meal trays
  - Avg. 330 cold meal bags
  - Avg. 75 clients receiving catered lunch
  - Avg. 350 miles driven daily
  - Avg. 70 volunteers
  - Avg. 1.5 hours per delivery volunteer
  - Meals arriving before 12:15pm every day? Priceless.

## Let's Get Digital, Digital. I wanna get Digital.

### The Case for Custom Software Applications

Software applications exist with different strengths

- Size of Organization vs. Specificity of need
  - There are estimated to be 5,000+ programs
  - In Lancaster County programs range from serving 30 unique clients a year to 1,000 clients a year.
  - The smallest program serves approx. 15 a day

# Let's Get Digital, Digital. I wanna get Digital.

## The Case for Custom Software Applications

- Software has a cost, sometimes that cost is human!
  - \$100/mo in volunteer software saves how many hours?
  - \$500/mo in route management software saves how many labor hours in billing and spreadsheet work?
  - Only what is measured matters. What impact data do you know? What daily data do you save? More donors and volunteers arrive when you can articulate your value!

## Changing Demographics include Nutritional Variety

*Not your Great Grandmother's Meals on Wheels!*

- 10,000 Baby Boomers turn 65 Every Day!
- They are not all the same.
- Example:
  - My father is Swiss-German (Mennonite) Heritage – age 67. His favorites are:
    - Protein = Goat
    - Starch = Yams
    - Vegetable = Okra
  - My mother is Tanzanian (Luo) Heritage – age 59. Her favorites are:
    - Protein = Chicken
    - Starch = Rice
    - Vegetable = Sautéed cabbage

## Changing Demographics include Nutritional Variety

Neither of their cuisine desires are traditionally regional and neither of them is three distinct “meat and potatoes” options.

- How do we serve both them and my 90 year old clients?



## You Get What You Pay For

- **Opportunity:**
  - 2015 Gallup Poll says 78% of Boomers working or looking for a work!
  - They are working later in life, with more resources than prior generation’s seniors
  - They live longer & want to remain independent.
  - Huffington Post reports nearly 50% of Boomers enjoy playing video games! Mystery Meals must go!

# You Get What You Pay For

- **Challenge:**

- Government funding continues to dwindle
- Healthcare initiatives will help the more infirm but not all of the potential clients
- We need to realize the power of private pay as a solution to fiscal solvency
  - Private Pay is 60% of our clients and growing
  - Private Pay clients have greater expectations
- They want nutritional information (stats)
  - They want to know what they are getting

## Changing Demographics include Communication Expectations

### Regular Diet Menu

Example of 6 week rotation

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Day 1	Day 2	Day 3	Day 4	Day 5	
<b>Hot Meal:</b>	<b>Hot Meal:</b>	<b>Hot Meal:</b>	<b>Hot Meal:</b>	<b>Hot Meal:</b>	
Meatballs w/ Mushroom Gravy	Hamloaf	Unstuffed Cabbage Roll	Curried Chicken & Mixed Veggies	Parmesan Crusted Cod	
Egg Noodles	Scalloped Potatoes	Pork Sausage	Basmati Rice	Baby Bakes	
Italian Vegetable Blend	Snap Peas	Asparagus	Lentils	Broccoli	
<b>Cold Bag:</b>	<b>Cold Bag:</b>	<b>Cold Bag:</b>	<b>Cold Bag:</b>	<b>Cold Bag:</b>	
Tuna Salad Sand	Hummus Garden Salad	Bologna	Southwest Salad	Egg Salad (Plain)	
Potato Salad	Watermelon	Macaroni Salad	Fruit Salad	Pepperlaw	
Pineapples	Oatmeal Cookies	Bananas	Jello	Honeydew & Cantaloupe	
Rice Pudding	Milk Juice	Vanilla Cake	Milk Juice	Brownies	
Milk Juice, B&B	B&B	Milk Juice	B&B	Milk Juice	
		B&B		B&B	

## Consistency is Key!

- Whether you are focused on healthcare initiatives, private pay, or program growth you must be consistent.
  - Face it, our competition isn't Mom's Meals. Our competition is well-funded start ups like Blue Apron and Graze and Plated and Hello Fresh.
    - These programs are going to see our consumers as targets and develop higher end programs of ready made meals
    - We have to beat restaurant, not cafeteria, quality

## Consistency is Key!

- We are better suited than they are to serve our market
  - The solutions must be local in cuisine identity and consumer service focus
  - We are more than the Pizza Delivery guy for homebound. Our service is and must be beyond food
- It's easier than you think....with the power of planning and the support of technologies.

# My Heart Will Go On!

## Menu Management

MEAL CALENDAR					
	Monday	Tuesday	Wednesday	Thursday	Friday
Week 6	13	14	15	16	17 <input type="button" value="Edit"/> <input type="button" value="Report"/>
	Sub: Hamburger, Baked Beans, Peas & Carrots Reg: Hamburger, Baked Beans, Peas & Carrots CREG: Egg Salad Sandwich, Pepperslaw, Pineapples, Banana Bread CMS: Egg Salad Sandwich, Pepperslaw, Pineapples, Banana Bread	GF: Pork & Sauerkraut w/ Mashed Potatoes, Green Beans Sub: Pork & Sauerkraut w/ Mashed Potatoes, Green Beans Soft: Pork & Sauerkraut w/ Mashed Potatoes, Green Beans Reg: Pork & Sauerkraut w/ Mashed Potatoes, Green Beans CMS: Garden Salad, Fruit Salad, Peanut Butter Cookies CREG: Garden Salad, Fruit Salad, Peanut Butter Cookies CVEG: Garden Salad, Fruit Salad, Peanut Butter Cookies	GF: Sal&Ched Sand // SW Stuffed Pepp Soft: Sal&Ched Sand // SW Stuffed Pepp Reg: Sal&Ched Sand // SW Stuffed Pepp Sub: Sal&Ched Sand // SW Stuffed Pepp Veg: Sal&Ched Sand // SW Stuffed Pepp CGF: Sal&Ched Sand // SW Stuffed Pepp CREG: Sal&Ched Sand // SW Stuffed Pepp CMS: Sal&Ched Sand // SW Stuffed Pepp CVEG: Sal&Ched Sand // SW Stuffed Pepp	Sub: Mediterranean Salad // Chix Parm Soft: Mediterranean Salad // Chix Parm Reg: Mediterranean Salad // Chix Parm GF: Mediterranean Salad // Chix Parm Veg: Mediterranean Salad // Chix Parm CMS: Mediterranean Salad // Chix Parm CREG: Mediterranean Salad // Chix Parm CVEG: Mediterranean Salad // Chix Parm	CGF: Chix Salad Sand // Krabbie Cakes CMS: Chix Salad Sand // Krabbie Cakes CREG: Chix Salad Sand // Krabbie Cakes GF: Chix Salad Sand // Krabbie Cakes Reg: Chix Salad Sand // Krabbie Cakes Soft: Chix Salad Sand // Krabbie Cakes Sub: Chix Salad Sand // Krabbie Cakes

# Communication between Kitchen and Administration

## Menu Detail: August 17, 2018

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MEALS			
Category	Product	Meal	Quantity
Cold Meal	Cold Meal – Dietary Special		0
Cold Meal	Cold Meal – Gluten Free	Chix Salad Sand // Krabbie Cakes	0
Cold Meal	Cold Meal – Meal Substitution	Chix Salad Sand // Krabbie Cakes	0
Cold Meal	Cold Meal – Regular	Chix Salad Sand // Krabbie Cakes	0
Cold Meal	Cold Meal – Vegetarian		0
Hot Meal	Dietary Special		46
Hot Meal	Gluten Free	Chix Salad Sand // Krabbie Cakes	2
Hot Meal	Meal Substitution	Chix Salad Sand // Krabbie Cakes	44
Hot Meal	Mechanical Soft	Chix Salad Sand // Krabbie Cakes	3
Hot Meal	Regular	Chix Salad Sand // Krabbie Cakes	212
Hot Meal	Vegetarian		2

## Proper Planning Prevents Poor Program Performance

### Meal Calendar: Week 6 - Friday

Product	Meal
Gluten Free	Chix Salad Sand // Krabble Cakes
Meal Substitution	Chix Salad Sand // Krabble Cakes
Mechanical Soft	Chix Salad Sand // Krabble Cakes
Regular	Chix Salad Sand // Krabble Cakes
Dietary Special	.....
Vegetarian	.....
Cold Meal – Gluten Free	Chix Salad Sand // Krabble Cakes
Cold Meal – Meal Substitution	Chix Salad Sand // Krabble Cakes
Cold Meal – Regular	Chix Salad Sand // Krabble Cakes
Cold Meal – Dietary Special	.....
Cold Meal – Vegetarian	.....

## Questions? Thank You!

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