

Cura Hospitality Innovates...

Engaging Residents at Phoebe Senior Living Communities

It's a common scene during the COVID pandemic, to find empty dining rooms, cafes and gathering spaces in our continuing care retirement communities (CCRC). Rooms that were once filled with ways to keep the community entertained are now finding themselves following new empty orders to keep our seniors safe. Many residents have been isolated, lonely, not being able to socialize with family and friends. Isolation is replaced with innovation that has Cura Hospitality, a senior living dining specialist that manages food service for Phoebe Senior Living communities, competing for smiles!

Cura's culinary teams prepare fresh and healthy food, as well as offers personalized dining services that advance the well-being of residents, patients, clients, employees, and guests! Cura teams are also celebrated for the opportunities they provide that not only engages independent, assisted living and personal care residents "safely" during this challenging time, but nourishes and, more importantly...enhances life around great food! According to Jessica Pettie, a certified dietary manager and Cura director of dining services at Phoebe Richland in Richlandtown, PA, dining is an experience, a major part of the social scene that residents look forward to daily. "Administrators express that one of their main concerns are how we are adapting food services so that isolated residents and patients are still able to enjoy a meal while safely socializing with others."

From the beginning of the pandemic, Cura teams engaged and continue to think out of the box. Back in March of 2020, messaging residents seemed like something small, but it created a huge impact for residents at Phoebe Berks in Wernersville, PA. At the time, Cura's dining team consisted of high school student servers who also enjoyed drawing pictures on take-out containers that they helped to assemble for 1,100 meals delivered daily for breakfast, lunch and dinner. These caring young adults also did the grocery shopping for up to 90 residents. "Even though it was a simple picture or message, it shows residents that they are loved and missed," Ms. Pettie says.



Keeping residents healthy during COVID has also inspired CCRCs managed by Cura to promote its BeWell program, which is designed to help our customers select the healthier choice when they dine with us. Many of Cura's culinary teams present BeWell recipes which are convenient, attractive and normal. For example, chefs at Phoebe presented BeWell where residents received an education on good nutrition, while they enjoyed a live cooking demonstration on easy to replicate recipes such as Tuscan spaghetti squash with kale and mini salmon turmeric almond cakes over blackberry spinach salad. These cooking demonstrations were presented live in front of residents, socially distanced in the lobby.

Culinary teams also use Cura's marketing's resources and monthly promotions to help keep our staffs healthy! Dietitians, nutritionists, dietetic technicians and clinicians are educators, providing consultations, helpful tools and guidance on food intake and nutrition. In fact, as part of Breast Cancer Awareness Month, Cura at Phoebe Richland offered made to order strawberry smoothies – a healthy snack for staff to enjoy!

The time is now to create a memorable, nutritious and delicious dining experiences safely for your residents, patients, staff and guests... Enhance life around great food by partnering with Cura... the specialists in innovative dining!

About Cura

Dedicated to Enhancing Life Around Great Food, Cura Hospitality offers genuine dining services that advance the well-being of all those we touch: **Residents, Patients, Clients, Employees, and Guests.**

CuraHospitality.com

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Please contact Cura at Phoebe Richland for dining services employment opportunities at 267-371-4518.