



Powering **Human Care**

Reset | Restore | Revitalize

Sodexo Healthcare's Relaunch Strategy





Understanding Consumers: Fears around COVID-19

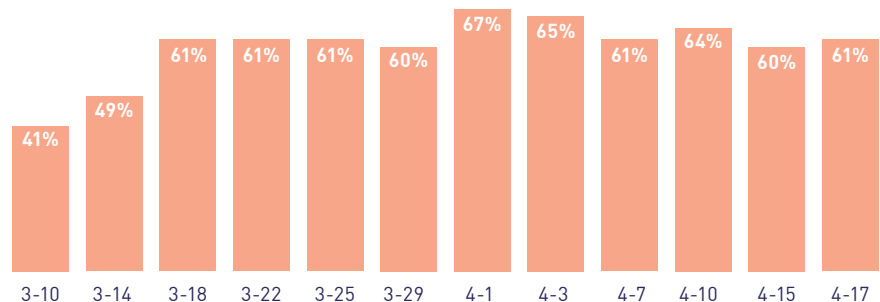
CONCERNS REMAIN STEADY

The COVID-19 pandemic has only been the thing of movies until 2019. The American population is, generally, finding itself fearful and skeptical. While many Americans have followed the social distancing measures recommended by the US government and World Health Organization (WHO), there is still concern about catching and spreading the virus.



What Percentage of Americans are “very concerned” about Coronavirus?

| Date | 3-10 | 3-14 | 3-18 | 3-22 | 3-25 | 3-29 | 4-1 | 4-3 | 4-7 | 4-10 | 4-15 | 4-17 |
|---------------------------|------|------|------|------|------|------|-----|-----|-----|------|------|------|
| Very Concerned | 41% | 49% | 61% | 61% | 61% | 60% | 67% | 65% | 61% | 64% | 60% | 61% |
| Somewhat Concerned | 49% | 42% | 34% | 35% | 34% | 33% | 28% | 28% | 34% | 31% | 35% | 33% |
| Not Concerned | 10% | 8% | 5% | 4% | 5% | 7% | 5% | 7% | 6% | 5% | 5% | 6% |



HEALTH CONCERNS

- Majorities of Americans are concerned about contracting COVID-19, with some polls indicating as many as three quarters are worried. People of color and low income Americans are more fearful of needing hospitalization.
- People of color are more concerned about becoming seriously ill – and black Americans in particular are more likely to know someone who got sick.
- 43% of Hispanic adults and 31% of black adults, compared to just 18% of whites, are very concerned that they will end up in the hospital with COVID-19 (Pew 4.14).
- More than a quarter of black adults (27%) say they personally know someone who has been hospitalized or died due to having COVID-19, compared to just 13% each of white and Hispanic adults (Pew 4.14).

All above data comes from Datassential, COVID-19 Report 15, <https://datassential.com/coronavirus/>



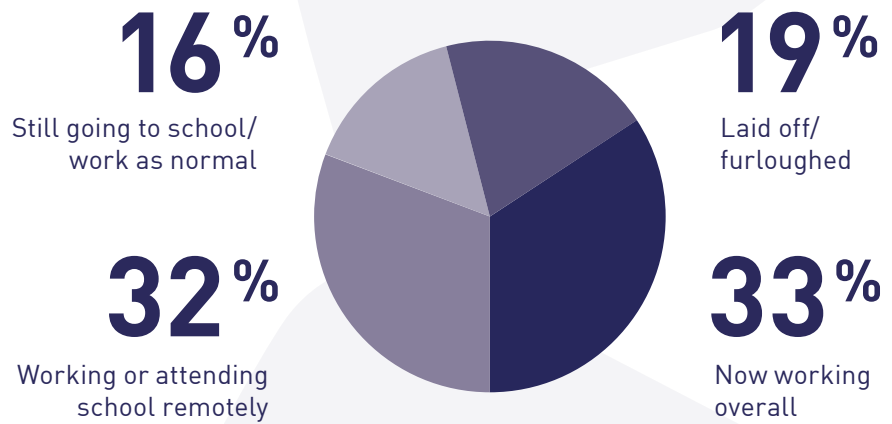
All above data comes from Datassential, COVID-19 Report 15, <https://datassential.com/coronavirus/>

STUCK AT HOME

Many Americans are still at home with state shelter-in-place orders. According to Datassential, only 16% of Americans are going to work or school. Many Americans are “antsy” to get outside the house, but how has this shaped our habits and comfort zones?

SOCIAL DISTANCING

- Support for social distancing measures remains high overall and growing from early April, despite anti-quarantine protests gaining news coverage.
- Nearly two-thirds (64%) are worried social distancing will end too soon, compared to a quarter (24%) who think it will go on too long. Note, those who are worried it will end too soon is up from a small majority (53%) in early April. (Navigator 4.24).
- 8 in 10 people think that social distancing is helping to slow the spread of the virus (Harvard/Harris 4.20).
- For the most part, people do not feel comfortable resuming their normal activities yet.
- 72% said people should stay at home ‘until the doctors and public health officials say it is safe.’



WHAT IS THE “NEW NORMAL” AFTER QUARANTINE?

Nearly 75% of consumers will keep many of the habits they developed during quarantine, such as stocking up home essentials and being careful about sanitation.

| | |
|--|-----|
| A restaurant’s food safety will matter more post-COVID | 76% |
| I’ll keep a stash of essential groceries, just in case | 72% |
| I’ll avoid crowded places, even if the government says it’s safe | 69% |
| I’ll avoid self-serve like buffets and salad bars | 66% |
| I’ll stick with the familiar and not try new restaurants or dishes | 52% |



Obsession with Health & Safety

SAFETY FIRST MENTALITY

Consumers are developing a dramatically heightened sense of what they view as safe food handling practices and an increasing desire to know where their food came from, how it was grown, raised and processed. This will continue into a post-COVID environment as consumers' focus on how their food was handled.

EXPANDED SANITATION BEHAVIORS

Consumers are demanding visible evidence of cleaning, disinfecting and social distancing to feel safe in their environment. The dramatic increased use of sanitizers, wipes and hand washing will likely continue.

IN-STORE SELF-ORDERING WILL BE REINVENTED TO A NO-TOUCH SOLUTION

Consumers have been trained to order using digital pads in restaurants, and we are quickly moving to a no-touch world. Digital ordering solutions need to evolve to allow this. In the meantime, to avoid contact with public instruments, we will see an array of compensating behaviors, from using a napkin, to a pen, to waiting in line to order through a cashier. All to avoid touching a screen. In response to this changing habit, Sodexo will be reintroducing cashless/remote ordering and pick/delivery models for café services via Bite and MiSofi.

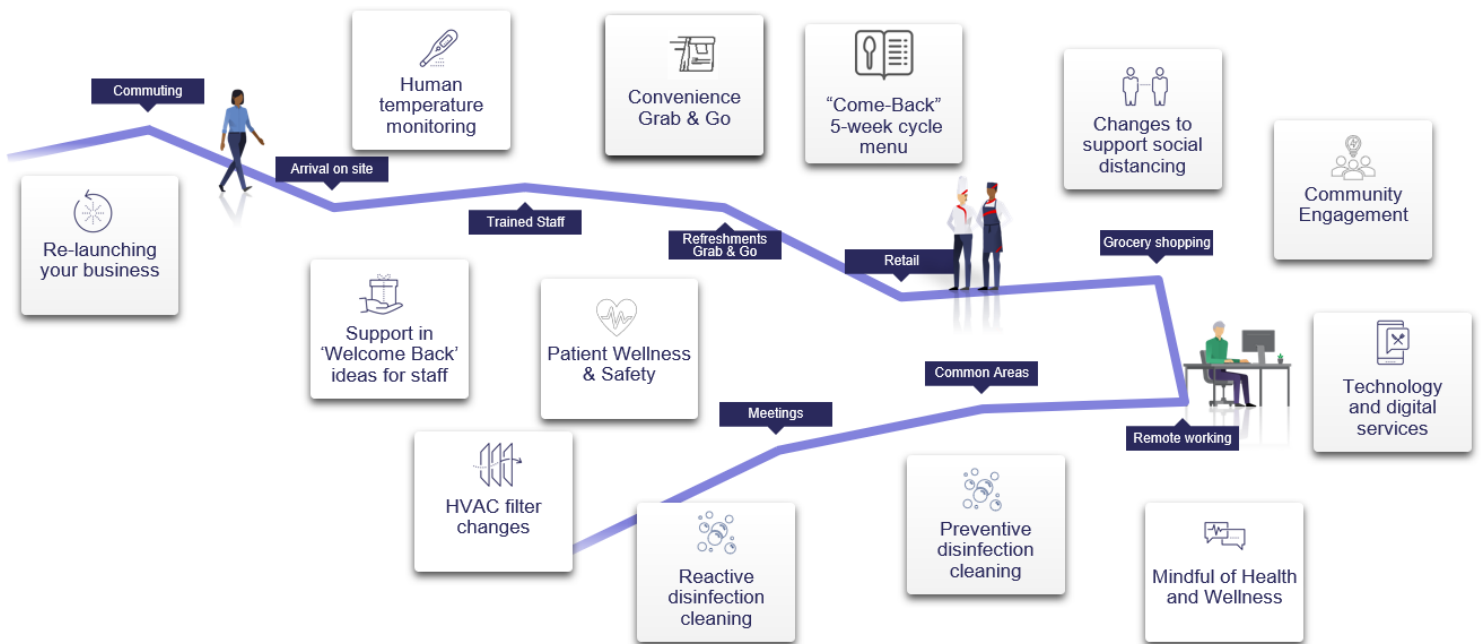




Crisis Continuity

ADAPTED AND NEW SERVICES TO PROVIDE A SAFE ENVIRONMENT

We contribute to every step of the journey of your patients, employees and guests through this evolution.



Sodexo services can impact all areas of a hospital from food services to cleaning to patient transport. Depending on the services you have with Sodexo, the collaborative approach is different. For questions, please reach out to your primary Sodexo contact.

New Wellness & Safety Measures

Sodexo services are always compliant with federal and local regulations. However, in extraordinary circumstances, regulations may not be enough. Based on global experience with Coronavirus, including China and Italy, we propose options to go above and beyond standard to extraordinary.

ONSITE TEAM

- Temperature checks in alignment with facility policy
- All employees equipped with PPE based on service and assignment
- Refresher training for all frontline and managers on key safety practices
- Daily huddles to reassure and motivate
- Proposed Enhanced Measures
- Investment of Surewash hand hygiene training for validating and tracking hand hygiene competency

HEALTH & SAFETY

- Visible and timed cleaning & sanitizing
- Social distancing modifications in café
- Rigor around heightened cleaning
- Simplified menus
- Tamper resistant packaging
- Proposed Enhanced Measures
- Handwashing stations in retail
- Cashless technology

INFECTION PREVENTION MEASURES

- Best in class chemicals for daily disinfection
- Enhanced cleaning schedule
- Sanitizer, wipes and glove dispensing for guests
- Barrier options for dispensers
- Offer patients hand sanitizer before each meal
- Proposed Enhanced Measures
- Preventive electrostatic disinfection
- HEPA Filter- Area Air Purifier
- Additional FT cleaner





Safety Communication

With so much confusion among the public about how to protect oneself from contracting COVID-19, communication is more important than ever. Sodexo takes the following steps at every site.

- Following guidance from authorities, implement resources and tools in Digital Content, Notification Signage, Floor Graphics, Counter Top Partition Systems and Room Spacing Resources to support the Social Distancing guidelines
- Use technology to monitor frequency of use for high visited areas to enable cleaning frequency to be both time- and use-based
- Leverage communication campaigns around hand washing, social distancing recommendations through existing channels like: Consumer apps, LCD screens and posters, tray cards
- Publicly post safety rating score for retail operations

STAY SAFE with the 5 Ms

Play your part in containing the spread of COVID-19 (Coronavirus Disease 2019) by following the 5 Ms

- Manage My Health**
Keep a close eye on my body for symptoms (fever, shortness of breath, coughing and sneezing)
- Maintain Clean Hands**
Good personal hygiene by regular hand washing with soap and water
- Minimize Contact**
With those who are unwell
- Mask Up When Unwell**
And follow local contact procedures for accessing medical resources
- Monitor the News**
With Sodexo COVID-19 page

For more information, visit [SodexoNet](https://www.sodexo.com/healthcare).

COVID-19 (Coronavirus Disease 2019)

PRACTICE GOOD HAND HYGIENE

WASH
your hands regularly with soap and water

AVOID
touching your face with your hands

How to Properly Wash your Hands

FIRM TOP/PAHM BETWEEN FINGERS BACK OF HANDS BASE OF THUMB

BASE OF FINGERS FINGER TIPS WRISTS RINSE & WASH OFF

What is COVID-19?

The COVID-19 (Coronavirus Disease 2019) is a new coronavirus strain, which has caused cases of severe pneumonia. Coronavirus is a family of viruses known to cause a range of flu-like illness.

Cases of coronavirus have been reported around the world.

Typical Symptoms include Fever, Dry Cough, Fatigue and Shortness of Breath

Monitor Your Health Closely

- All Travelers to monitor your health closely for 14 days upon returning from known COVID-19 areas
- If you have fever, cough, or runny nose, wear a mask and seek medical attention promptly, following local guidelines.
- Be ready to tell health authorities of your symptoms and travel history.

TAKE PRECAUTIONS

- Avoid crowded places and being around people who are unwell
- Observe good personal hygiene at all times
- Wash hands frequently with soap
- Wear a mask if you have a cough or are sneezing
- Cover your mouth with a tissue paper when coughing or sneezing
- Seek help from health authorities, if you are unwell

Take Care and Adopt Good Personal Hygiene Practices



SPACE OUT!

PLEASE KEEP 6' AWAY FROM OTHERS.

LOOK NO FURTHER!

SANITIZER IS HERE

LISTEN UP!

- WASH & SANITIZE YOUR HANDS
- KEEP 6 FT. AWAY FROM OTHERS
- COVER COUGHS & SNEEZES
- AVOID TOUCHING YOUR FACE
- FEEL SICK? STAY HOME!

HI! PLEASE SANITIZE YOUR HANDS

HERE





Phasing in the **New Normal**

Government officials have made it clear that we will not be able to quickly and easily revert back to life pre-Coronavirus. As a country, and world, we will need to phase in the post-COVID era. Nothing could be more true for patients and hospitals. In order to meet the changing needs, Sodexo has structured a phased approach for cafeteria use, as seen below.

| | PHASE 1 No Self-Service | PHASE 2 Limited Self-Service Packaged Only | PHASE 3 Limited Self-Service - Non Packaged |
|--|--|---|---|
| Dining Room | Dining Room Closed | Dining Room staged for Social Distancing protocols | Dining Room staged as pre-Covid tables and chairs sanitized every 30 minutes |
| Self-Serve Stations (salad bar, soup, breakfast bars, by the ounce bars) | Pre-packaged only, and/or move to full-serve stations | Pre-packaged only, guests self-serve from behind sneeze guard | Full Service café server |
| Full Serve Stations (entrée, grill, deli, action) | Full Service by café server | Full Service by café server | Full Service by café server |
| Grab and Go (Whole Fruit, Desserts, Snacks) | Fully packaged and served by café server only | Fully packaged only, guest self-serve from behind sneeze guard | Fully packaged only, guest self-serve from behind sneeze guard |
| Fountain Beverages | Fountains closed-bottle beverage only or served by café server only | Fountains closed-bottle beverage only or served by café server only | Guests self-serve, entire fountain area sanitized every 30 minutes |
| Coffee | Served by café server or modified | Served by café server or modified | Guest self-serve, entire coffee area sanitized every 30 minutes |
| Condiments | Portion Control Only-served by café server or cashier only | Portion Control Only-guest self serve | Portion Control Only-guest self serve |
| Disposable Cutlery | Dispensed, Pre-packaged or Pre-wrapped disposables - served by café server or cashier only | Dispensed- served by café server or cashier only | Pre-packaged or Pre-wrapped disposables - guest self-serve - entire area sanitized every 30 minutes |
| Disposable Plates, Cups | Dispensed- served by café server | Dispensed- served by café server | Guest self-serve - entire area sanitized every 30 minutes |
| POS/Cashier and Order Kiosks | Cashier Stands modified with sneeze guards, contactless payment when available, sanitize after every guest | Cashier Stands utilize contactless payment when available, sanitize after every guest | Cashier Stands utilize contactless payment when available, sanitize after every guest |
| Consumer Reusable Cups/Service Ware | Not Available | Not Available | Not Available |

Foodservice Modification

We will ensure compliance with local standards with a reduction in the number of tables and chairs and an increase in the separation between tables.

Maintain the following table and chair compositions:

- 2-seat table: keep 1 chair only
- 4-seat table: keep 2 chairs only
- 6-seat table: keep 3 chairs diagonally interspersed
- Tables next to 2-seater sofas: remove the front chair

Handwashing Station



Sneeze guard to protect staff

Tables blocked from use



- Minimum 6ft. spacing between points in service area, seating area, tray return area. Customers don't move to the next point until the previous person leaves the circle.

Going Above and Beyond

Early during the US COVID-19 epidemic, hospitals across the country boosted their infection prevention protocols. Hospitals using bleach elevated to chemicals like Oxivir. Wherever Sodexo provides services, we made recommendations that go above and beyond the industry standards.

Below are optional service upgrades. Please discuss these options with your Sodexo contact.

PATIENT NUTRITION

- Printed menus with communication to boost patient's confidence regarding food safety and personal safety precautions taken in producing and serving their meals.
- With safety being a higher priority than ever for consumers, consider as an added precaution and hospitality amenity, placing "sanitizing wipes," single-use sanitizer packets, or having tray passer offering "sanitizer" to the patient during tray delivery.
- Bedside or call center scripting will highlight measures being taken to keep patients safe. Consider having Traypassers wearing masks with smiles imprinted and/or consider having staff wear photos of themselves smiling.

ENVIRONMENTAL SERVICES & INFECTION PREVENTION

- Coordinate a Clean and Disinfect Plan with Infection Prevention (IP) that incorporates reimplementing floorcare schedule, PPE, and overall IP considerations.
- Consider implementing Protecta program including UV as comprehensive cleaning solution focused on cleaning for efficacy.
- Increased use and frequency of blacklight inspections, increase high touch cleaning at entry points such as ED and Lobbies.
- Coordinate cleaning and redeploying equipment with IP to prevent cross-contamination.
- Conduct Facility (ES) Condition Assessment of all areas.
- Evaluate changing cleaning frequency based on new changes created by COVID-19.



Cleaning Focus Areas

- Light switches / pulls
- Door handles & push plates
- Elevator controls
- Tables / Desks / Chairs
- Cabinets
- Wall mouldings
- Window sills
- Telephone
- Keyboards (as appropriate)
- TV remote
- Dispensers
- Faucet handles
- Shower fixtures
- Shower curtains / screen
- Toilet flush handle / seat
- Bathroom handrails
- Copier machine
- Stair handrails

General Use Modifications

- Reduce elevator capacity to half
- Place communication materials at or on every elevator door
- Supply tissues and a trash bin by elevator button panel to encourage use while pressing buttons
- Include hand sanitizer in the elevator to invite the user to use disinfectant every time they select a floor
- Practice social distancing, and include safety signage on elevator floor



COMMON AREAS & MEETING ROOMS

- When possible reorient work points, so individuals do not directly face each other.
- Create clean desk policies that allow surfaces to be properly cleaned daily and update facility maintenance contracts to ensure these steps are taken.
- When possible switch to VOIP communication technology instead of phone handsets and eliminate shared keyboard trays.
- Assign lockers, file drawers or storage cabinets to individuals to separate personal items.
- Remove trash cans from individual desks and replace them with a communal bin that consolidates sanitation.
- Entrance and exit doors to be left open unless it is a fire trap door.
- Where possible, maintain unidirectional flow of people to avoid cross contamination.
- The number of seats in the meeting room to be reduced and recommended distance between attendee to be maintained.
- Hand sanitizers to be placed in the meeting rooms to use for disinfecting whiteboards, pens, markers and any office equipment in use.
- Common areas seating to be limited in line with safe distancing.
- Sanitizing handwash – antibacterial soap at each sink area.
- Hand sanitizers on each floor, where possible.

Powering **Human Care**

To learn more about our **post-COVID strategies**, and how we can support your hospital, please contact your Client Executive.

9801 Washingtonian Blvd.
Gaithersburg, MD 20878

us.sodexo.com