

eClinicalWorks

Westborough, Massachusetts

Unidine Crafts Custom Dining Program to Suit Unique Corporate Culture



eClinicalWorks is a fast-growing health care technology company that provides electronic health records solutions to providers and medical professionals across all 50 states. When the Westborough, Massachusetts based company saw that it was outgrowing the leased space at its corporate headquarters, the owners of the privately held company decided the time was right to relocate to a new 100,000 square foot corporate headquarters in Westborough. Early in the process, eClinicalWorks retained corporate real estate and facilities veteran, Patrick Bodden, to help the company and its owners navigate the difficult decisions they faced and oversee the acquisition, design and construction of the project. One of the areas that Bodden knew he had to address was food service, and this particular client presented some unique challenges.

Profile Summary

Unidine Corporation customized a unique dining services program for eClinicalWorks to accommodate the needs of their culturally diverse employee population. From conception through design, menu selection, personalized customer service, and day-to-day café operations, the program has been a tremendous success.

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The corporate culture at eClinicalWorks has been described as an extended family, within which there is a significant ethnic component. The company’s owners were sensitive to both the corporate culture and the ethnic cultures of their employees, many of whom were vegetarians. They knew that the traditional office building cafeteria fare was not going to satisfy their needs. “Not only that,” said Bodden, “in this case, the client is a real ‘foodie,’ and would be as critical in their assessment of the food as any restaurant critic.”

Bodden was familiar with Unidine Corporation’s reputation for customized business dining and corporate catering programs, as well as the company’s commitment to fresh ingredients and made-from-scratch cooking; and he invited the company to submit a proposal. After discussions with the principal stakeholders at eClinicalWorks, Unidine developed a program concept that was heavily influenced by authentic Indian cuisine, but was also well-balanced with menu options that please the modern American palate. Special attention was given to ensure availability of a wide variety of vegetarian options. The tasting orchestrated by Paul Booras, Unidine’s Director of Culinary Systems & Services, demonstrated Unidine’s culinary expertise, flexibility and commitment to assembling the right people and resources to exceed client expectations.

“The demonstration was impressive. It showed that Unidine was listening to our concerns and responded with professionalism and artistry,” said Bodden. “We looked at some of the programs run by other food service management companies, but that infusion of passion and authenticity just wasn’t where we needed it to be.”



After Unidine’s selection as the food and dining services management company for eClinicalWorks, Unidine worked closely with the client on all details from design of the cafeteria space, selection of the equipment, technology, menu development and logistics. Unidine also worked closely with the very discriminating local board of health to obtain operating licenses for this new kitchen and server. Unidine advised on the communication with the employees as well as many other details to ensure that the opening of the new café was coordinated with the anticipated move date.

The program at eClinicalWorks has been very successful. eClinicalWorks’ owners are enthusiastic promoters of the facility and frequent the café to sample the featured entrees and encourage their employees to do the same. “It has become, in effect, a community center for the company,” said Bodden. Dining Services Director, Vikrant Bhasin, circulates among the customers daily to collect feedback. “For me, this is a restaurant,” said Chef Vik. “I’m not going to wait for a response card. I want to be out there and make sure that everyone is happy.”

Unidine’s Vice President of Operations – Business Dining, Erik Kunz, described some of the unique customization that was required to operate the facility effectively. “Unlike most standard café operations, sales in this particular facility are driven by hot food, and the specialized entrees are often much more labor intensive. We also had to overcome the challenge of sourcing some of the specialty ingredients not found within our normal channels. Unidine trained the team to operate efficiently and cost-effectively within this new paradigm.”

“What eClinicalWorks and Unidine have created here is more than just accommodation of diversity,” said Kunz. “This is a real community with give and take and personal involvement. I have to give a lot of credit to the client for their vision and commitment to their employees, and Unidine is proud to be a part of it.”

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Unidine’s passion for food and dining management transforms organizations. To learn more about how we work with clients to develop custom dining programs that reflect your unique corporate culture and your commitment to employee satisfaction, call Unidine today!

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