



 Behavioral Health Business

# VOICES

## Jesse Glanden

Director of Business Development,  
Healthcare Services Group

In this Voices interview, Behavioral Health Business sits down with Jesse Glanden, Director of Business Development, Healthcare Services Group, to discuss food and nutrition's pivotal role in mental health and addiction recovery and how an experienced dining services partner can help leaders elevate their client experience.

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Editor's note: This interview has been edited for length and clarity.

With a heritage of excellence spanning half a century, HCSG serves the dining and environmental needs of healthcare communities. As a partner possessing proven systems, innovative resources, and dedicated team members who go beyond traditional expectations, HCSG delivers truly exceptional experiences and enhanced outcomes. Learn more at [HCSG.com](https://www.hcsg.com).

The Voices Series is a sponsored content program featuring leading executives discussing trends, topics and more shaping their industry in a question-and-answer format. For more information on Voices, please contact [sales@agingmedia.com](mailto:sales@agingmedia.com).

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**Q: Behavioral Health Business:**  
**Why is HCSG passionate about providing dining services in the behavioral health market?**

**Jesse Glanden:** HCSG is rooted in the belief in the power of nutrition in healing. We recognized the critical role proper meals play in the recovery journey. We understand that meals are often the most anticipated and cherished parts of a client's day. It can be one of the few aspects of their lives in which they retain control. As such, we strive to provide an exceptional dining experience that caters to their needs and preferences.

**Q: Behavioral Health Business:**  
**How does HCSG ensure that the meals provided are tailored to meet the specific needs of individuals in behavioral health communities?**

**Glanden:** As one of the industry's largest employers of Registered Dietitians, we are committed to helping thousands of communities nationwide to ensure nutrition is top of mind and utilized as one of the first tools toward healthful living. Our Registered Dietitians and Dining Managers collaborate to design menus that cater to varying dietary needs, allergies, and specific nutritional requirements. This approach empowers residents with the highest level of choice while creating personalized meal plans that prioritize balanced nutrition and support dietary requirements.

**Q: Behavioral Health Business:**  
**Why should Behavioral Health leaders consider a partner for their Dining Services?**

**Glanden:** By partnering with an experienced food service provider, behavioral health and addiction recovery communities can ensure a focus on customized, nutritious meals tailored to the unique needs of individuals. This type of partnership allows access to expert culinary teams well-versed in dietary requirements, freeing facility staff to concentrate on core recovery care. Additionally, it enables efficient meal planning and diverse menu options, fostering a positive food culture essential in supporting wellness during recovery. Ultimately, a dining services partner can allow behavioral health facilities to elevate their standards of care, promoting healing through quality nutrition while optimizing resources for enhanced outcomes.

**Q: Behavioral Health Business:**  
**With community leaders prioritizing food costs. How can a dining services partner help?**

**Glanden:** The key to this is emphasizing nutrition-rich meals. At HCSG, we have access to various purchasing organizations that allow us to source quality ingredients, so our Dining team crafts menus centered on nutrient-dense ingredients. These meals, packed with essential nutrients, offer sustained energy and promote better health outcomes for individuals navigating through addiction recovery.

Focusing on nutritious solutions, such as grab-and-go items and heart-healthy meal options, offers healthful meal choices that prioritize both fiscal responsibility and the well-being of individuals undergoing addiction recovery.

**Q: Behavioral Health Business:**  
**Clients often have stringent schedules to follow while in a behavioral health community. How can the dining services department provide fun and excitement to the day?**

**Glanden:** Food is a great way to foster engagement among clients. Communities can transform meal times into interactive experiences in collaboration with a Dining Services partner. HCSG dining teams love to get creative with themed meals, setting up cooking stations in the dining room where individuals can have made-to-order omelets, hosting BBQs during the warm days, and catering for special occasions. Food is fun! Mealtimes should foster a sense of camaraderie among clients. We also collaborate with our Registered Dietitians to offer educational sessions on key topics. This is a great way to empower individuals with valuable skills, making food an enjoyable avenue for wellness.

**Q: Behavioral Health Business:**  
**Client satisfaction is always top of mind for leaders. How can a dining services partner support this goal?**

**Glanden:** A knowledgeable dining services partner can hold the key to elevating the client experience within behavioral health communities. By curating personalized, nutritious meals, they cater to individual dietary needs and contribute to a positive environment crucial for healing. Their expertise in crafting menus that balance nutrition and flavor transforms meal times into moments of comfort and support. For HCSG, we strive for innovative dining experiences, nutritional education, and attentive service to enhance clients' overall well-being. Our commitment to creating a nurturing and enjoyable dining atmosphere aligns seamlessly with the goal of behavioral health communities—to provide care that uplifts and empowers individuals on their path to recovery.

**Q: Behavioral Health Business:**

**Finish this sentence: “In 2024, the behavioral health industry will be defined by...”**

**Glanden:** ...a transformative shift characterized by several key trends.

Firstly, technology is set to revolutionize care delivery with the widespread adoption of telehealth, AI-driven diagnostics, and digital therapeutics. These innovations break down barriers to access, offering remote support and personalized interventions tailored to individual needs. Secondly, a growing focus on personalized care approaches will redefine treatment strategies, acknowledging the uniqueness of each person’s journey and preferences. This shift towards more individualized care plans ensures better outcomes and client engagement. Lastly, we will continue to see efforts to foster open conversations and promote inclusivity in care to create a more supportive and understanding environment, encouraging individuals to seek help without fear of judgment.

**Q: Behavioral Health Business: Finish this sentence:**

**The behavioral health industry will be defined by...**

**“a transformative shift characterized by several key trends.”**