



Food As Medicine



You want to provide the best possible care to your patients, while also meeting your hospital's financial and sustainability targets. Greener by Default addresses all of these needs simultaneously.

Why Greener by Default?

Greener by Default is a research-based program that provides expertise in behavioral strategies to “nudge” patients to make sustainable, healthy food choices without restricting their choices. The core concept is simple: make plant-based meals the default option, while giving patients the choice to opt into meals with meat or dairy.

Why Plant-Based?

Scientific research shows that plant-based eating patterns are linked to significantly lower risk of cardiovascular disease, type 2 diabetes, stroke, obesity, and certain cancers. Plant-based meals also have half the carbon footprint of animal-based meals.

How It Works

Greener by Default offers a suite of custom services to healthcare organizations. We work one-on-one with you to:

- Analyze current menus and food-related emissions
- Provide implementation guides, sourcing assistance, and educational materials
- Identify plant-based dishes that reflect the cultural diversity of your patient population
- Provide resources regarding nutrition and recipe assistance, upon request

Plant-based nutrition is a flavorful and evidence-based strategy for:

- improving patient health
- lowering emissions
- reducing food service expenses

while maintaining high patient satisfaction.



CASE STUDY:

New York City Hospitals

NYC Health + Hospitals partnered with Greener by Default to pilot plant-based Chef's Specials as the default lunch options for all inpatients in their network of 11 hospitals. During a three month pilot, we found that over 50% of eligible patients chose plant-based meals and approximately 95% of patients who chose a plant-based option were satisfied with their meal.



60%

chose plant-based meals

95%

were satisfied with their meal

500K

in cost savings

Due to the pilot's success, NYC Health + Hospitals has permanently implemented the program for patient lunches and dinners.

Join leading institutions using Greener by Default such as:



Stanford Prevention Research Center

Benefits & Impact



HEALTH

Four of the most expensive health conditions are diet-related, including diabetes and heart disease. Plant-based diets can reduce short- and long-term healthcare costs and improve patient well-being.



SUSTAINABILITY

Reducing energy and water use in hospitals can be challenging. Greener by Default has the potential to increase patients' consumption of plant-based meals, which have half the carbon footprint and 24% the water usage of animal-based meals, by up to 50%.



COST SAVINGS

Unlike other sustainability interventions that require expensive upfront investments, Greener by Default is cost-neutral, and can even save money by cutting food costs.



PATIENT SATISFACTION

Serving an array of culturally diverse, delicious plant-based meals is sure to please a range of palates and support your hospital's efforts to increase patient satisfaction. Plant-based nutrition is also more inclusive and poses fewer allergy and food safety risks.



To get started, contact katie@greenerbydefault.org or visit www.greenerbydefault.org/healthcare

For citations, visit www.greenerbydefault.com/healthcare-citations