



## Thrive Replaces Catsup as Dysphagia Patient Pleaser

Kim Linstead had a surprising confession. “Before Thrive Ice Cream, I put catsup on everything.”



Kim is a clinical speech language pathologist at Country Side Healthcare, a skilled nursing, rehab and long-term care facility in Massachusetts. She admits that she worries every day

about getting people to eat. Hence the catsup.

Kim’s special concern is getting patients with dysphagia, a disorder that makes swallowing problematic, to eat. Her task is complicated by patients’ limited food choices. The thickened liquids demanded by a dysphagia diet often don’t taste good.

“Dysphagia is a common feeding problem. Patients may not be able to chew or have no desire to eat. I have to ‘doctor’ up nutritional products to get patients to eat them. Even that doesn’t always work. Patients give me a look that says, ‘I know what you’re doing and I’m still not eating it.’”

In early 2016, Thrive Ice Cream’s Northeast Regional Sales Manager, Jeff Bagley, visited Kim at Country Side Healthcare to do a product evaluation. Jeff brought all four Thrive Ice Cream options for healthcare facilities—Creamy Vanilla, Simply Chocolate, Fresh Strawberry,

and No Sugar Added Vanilla—and invited Kim and other dietary and clinical staff to evaluate our nutritional ice cream as a possible supplement, snack, or dessert for patients with dysphagia, dementia, c-difficile, and other conditions. Kim’s reaction?



**Some colleagues were concerned about the cost, but not Kim. “I knew if I could get Thrive in patients’ mouths, they were going to love it and get nutrition they need. Thrive does not get thrown away. Patients ask for it.”**

“The taste blew me away. Especially when I compared it to another frozen nutrition product that tastes like a vitamin pill. Thrive tastes like real ice cream, but has vitamins and probiotics patients need. I almost ate the whole thing!”

Since that initial evaluation, Kim has had the Country Side Healthcare dietitian add Thrive to all patient trays. “Many eat it first and ignore everything else. I don’t worry because I know they aren’t missing any nutrition if they eat their Thrive Ice Cream.”

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but not Kim. “I knew if I could get Thrive Ice Cream in patients’ mouths, they were going to love it and get the nutrition they need. I spend a lot of time on the floor with patients and Thrive does not get thrown away. They ask for it.”

For Kim, it’s about getting people fed (without catsup) and on the way to recovery.

“I’m always looking for products that make patients’ lives better and our jobs easier. It’s hard to find products that meet all dietary demands and taste good. Finding Thrive is such a relief! I will definitely share my experience with friends and colleagues.” ■



**Nutrition-packed Thrive Ice Cream** is high in protein and fiber, has 24 vitamins and minerals, plus four active probiotics for digestive and immune health. We use high quality REAL<sup>®</sup> Dairy milk and cream along with natural flavors and colors. There are no fillers, no palm oil and no high fructose corn syrup. Thrive is certified kosher, gluten free and appropriate for low lactose diets. It is available in regular and no sugar added flavors.

**THRIVE**  
real ice cream. real benefits.

Thrive Ice Cream is available at a growing number of retailers across the US and can be ordered online for home delivery. Hospitals, cancer centers, senior living facilities, professional sports teams, and college athletics programs across the country are serving Thrive to their patients, residents, staff, guests, and athletes.

Visit [www.ThriveIceCream.com](http://www.ThriveIceCream.com) for details.

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[ThriveIceCream.com](http://ThriveIceCream.com)

[Info@ThriveIceCream.com](mailto:Info@ThriveIceCream.com)

855.376.9367