foodsmart

OFFERED THROUGH cigna healthcare

Helping employers make eating well simple, affordable, and accessible to all

We know from working with over 700 employers today that employee nutrition benefits help lower healthcare costs, address Social Determinants of Health and food insecurity, increase productivity, and improve retention.[1] Nutrition is key to health and longevity yet most people need support overcoming barriers to eating well – that's where we come in.



Foodsmart removes challenges to deliver results.

Increase employee satisfaction & retention

96% of employees value Foodsmart as a benefit
NPS of 86[1]

Deliver Proven ROI

$40 cost savings per employee per month[1]

Combat food insecurity

42% of food insecure employees who use Foodsmart **become food secure**[1]

Improve health outcomes with personalized nutrition that is accessible, educational, and affordable

With economic inflation raising the cost of living – such as groceries – and increasing rates of obesity and obesity-related chronic conditions,[2] your employees need support now more than ever. By connecting employees with the nation's largest network of registered dietitians via telehealth alongside the Foodsmart app, we've helped over 1.5 million members[1] afford and access quality food and develop long-term behavior change.

Reverse chronic conditions and improve food insecurity

Our dietitians offer clinically proven strategies to help combat chronic conditions. For instance, we've helped a third of our members with obesity achieve sustained weight loss of >5% of body weight and 39% of our members with diabetes reverse it's impact after two years. Plus, Foodsmart helps members save money on groceries and offers food delivery such that 42% of our food insecure members have become food secure.[1]

Making it easy to maximize ROI

Engaging employees can be difficult, so our marketing team develops a customized strategy, including proven multi-channel marketing via email, Push, and SMS notifications, targeted call campaigns, food discounts and incentives, and community partner engagement. With more employees engaged, employers see ROI of at least 2:1. In a recent claims study, one of the largest national health plans found that they saved $40 per employee per month on medical costs for employees enrolled in Foodsmart compared to non-Foodsmart employees.[1]

How it works:

- Meet virtually with your personal dietitian to review your health history and goals
- Personalize your plan by selecting from 1000's of delicious recipes with choices like 'low-sodium' or 'heart-healthy'
- Get daily support with the Foodsmart App where you can save money on groceries and save time having food delivered
- See results, adapt your plan, and celebrate the journey with regular dietitian visits

"I've seen significant improvements in my health since i've started using the Foodsmart program. I lost about 30 pounds in a year. My A1C without medication has been consistently in the fives."

Callie R | Foodsmart Member



Want to learn more about how Foodsmart can help your employees improve their nutrition?

Visit us at https://www.foodsmart.com/employers

1. Subject to Change. Results may vary.
2. CDC Data

*Dietitian visits are subject to eligibility and benefit plan design

foodsmart

OFFERED THROUGH cigna healthcare

An Integrated Marketing Approach

Member Outreach

Foodsmart develops and deploys seasonally-themed marketing campaigns on a quarterly basis.

Topics like saving time and money, nutrition for kids and families, and reminders about employees Foodsmart benefit are embedded into every campaign.

We are able to deployed communications in multiple channels, including email and SMS. Digital assets like handouts and recipe cards may also be made available for you to distribute to your employees.

Webinars

Foodsmart hosts monthly webinars that align with marketing campaign topics. Webinars are free to attend for all employees.

We can also work with clients to promote webinars within their own channels.

Cigna customers can visit https://foodsmart.com/webinars to view and register for upcoming webinars.

Sample Foodsmart Webinar Topics:

Weight Loss Diets

Sorting the truth from the noise for popular diets like paleo, keto, low-carb, intermittent fasting, and more.

Fueling Your Heart with Food

Just in time for American Heart Month, learn the vital role of nutrition in the most prominent chronic condition in the country.

Building habits that last: for optimal nutrition and health

Learn how we form habits, what factors influence our behavior and cause us to either stick to or lose track of a habit, and how to apply that knowledge as circumstances change so we can be create lifestyle changes.

Feeding Your Inner Athlete

Whether you're pushing yourself in the gym, training for an event, or are looking to get active we'll teach you how to use food as fuel.

Women's Health and Nutrition

Just in time for Women's Health Week, we're breaking down the vital role of nutrition in hormone balance, fertility, bone and heart health, and overall vitality.

The Science of Hydration

We all know we should be drinking more water, but why, exactly? Learn the role that water plays in nearly every vital process, what happens when we don't have it, and why it's so important to hydrate in different situations.

View Webinars

Past webinars are available to watch here.

Scan the QR code and discover how Foodsmart can help your employees eat well for better health outcomes and better performance.

* All Cigna Healthcare products and services are provided exclusively by or through operating subsidiaries of The Cigna Group.