

Healthrageous

Healthy, **MADE EASY.**

Activates members through convenient, nutritious meal delivery.



The Problem

Poor nutrition has been associated with progression of chronic diseases among elderly.

Diabetes and cardiac conditions challenge more than 70% of Medicare seniors.

Lower food intake increases the risk of diet-related illnesses.

Food insecurity, loneliness, and social isolation are predominant social factors that contribute to decreased food intake.



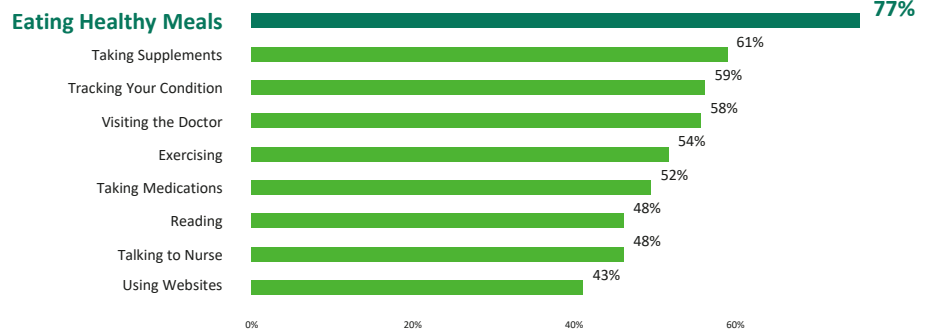
Healthrageous positively impacts Member Experience STAR Ratings driving better performance for Medicare plans.

[LEARN MORE AT HEALTHRAGEOUS.NET](https://www.healthrageous.net) →

The Solution

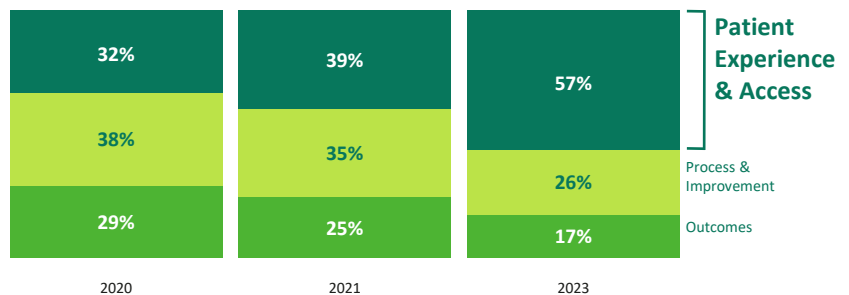
An enjoyable meal experience that improves member experience and promotes healthier, long-term behavior.

77% of Seniors Say Most Enjoyable Activity is Eating a Healthy Meal



Health-related Activities Medicare Seniors Enjoy
Survey of 2000+ Medicare & Medicaid Beneficiaries by Mom's Meals, 2020

Medicare Advantage STAR Rating Experience Weight Rises 167%



Relative % Weight of STAR Measure Types
McKinsey & Co, New STAR ratings for Medicare Advantage prioritize customer experience, October 2020



Healthrageous

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IT'S ALL ABOUT

the experience

Access to a healthy meal shouldn't be a challenge for anyone. **Made Easy Meals** from Healthrageous makes it easy to eat healthier, nutritious meals.



Our platform nudges Seniors to make healthy lifestyle decisions.



SEAMLESS ONBOARDING

Simple and friction-free Start with SMS Text
No Apps, No Portals



DIABETIC & CARDIO FRIENDLY

Engage & Get **Made Easy Meals** with any Device



SUSTAINED ENGAGEMENT

An empowering, personalized experience all year long!

How it Works

1



ENROLL & ORDER WITH EASY, CONVENIENT ON-RAMP

Members enroll and order meals via text or using any web device.

2



GET **MADE EASY MEALS** & ENGAGE

Simple click right/left experience gathers preferences and gives a personalized Healthy Eating Score in minutes.

3



REPEAT THE CYCLE: ENJOY MEALS & ACTIVATE

AI platform nudges with "snackable bites" of information and calls to action. It empowers behavior change through a dynamic learning experience.

4



CHOOSE HEALTHY LIFESTYLES

Activates healthy choices and trusted relationships with Plans. Digital coaching platform connects Plan Health Coaches with real-time data, biometrics, SMS Texting.

Proven Results

National Program with Major MA Player

Healthrageous

Made Easy Meals

provided as a Member Benefit through the Special Supplemental Benefit for Chronically Ill (SSBCI)



Bright HealthCare™

3X

Participation 3x more than initial Medicare Advantage Plan projections

34%

Survey response – 34% on meal surveys

80%

High Satisfaction – 80% satisfaction on meals

19%

High Impact Engagement on healthy behaviors. Overall click through 19%.

32%

32% response to Annual Wellness Visit SMS call to action. Demonstrated impact for risk assessment – 60% of seniors, who did not already have a Wellness Visit, completed one.