



good measures®

# Cracking the Code on Diet-Related Health Conditions

Transforming health with an integrated, personalized approach to nutrition



## Food Is Medicine: Getting from Theory to Impact

Poor nutrition is now the leading cause of death and disability<sup>1</sup> in the US, contributing to high rates of type 2 diabetes, heart disease, obesity, hypertension, and some cancers. This growing nutrition crisis disproportionately impacts lower-income Americans – especially traditionally marginalized racial and ethnic groups and those living in underserved rural communities – for whom food insecurity is a daily challenge.

The economic costs of this crisis are equally staggering.<sup>2</sup> At an estimated \$1.1 trillion a year, the combined impact of health care spending and lost productivity equal the economic output of the entire food sector. Government programs absorb the lion's share of these spiraling costs, according to a recent study<sup>3</sup> by Brigham and Women's Hospital researchers, with the highest costs being for people with Medicare (\$481 per person) and those eligible for both Medicare and Medicaid (\$536 per person).

Fortunately, this dire situation has sparked a national reckoning<sup>4</sup> and a consensus that Food Is Medicine programs – which employ healthy food-based interventions such as produce prescriptions and medically tailored groceries – are critical to addressing the clinical, financial, and health equity impacts of chronic diet-related diseases. Where there's far less consensus, and more boots-on-the-ground work needed, is in understanding what works. What exactly are the key components and interventions required to move the needle on diet-related conditions in high-risk communities where the stakes are highest?

At Good Measures, we're working to crack the code on America's nutrition crisis by designing, implementing, and refining an integrated model that can achieve measurable, scalable results. In this paper, we outline the five key pillars of such a model that has improved outcomes in populations with high rates of chronic disease and health disparities.

## Five Pillars of Personalized, Nutrition-Focused Care

Improving lifestyle-based chronic conditions is notoriously difficult and fraught with challenges. It's no surprise, therefore, that many well-intentioned Food Is Medicine solutions fall short<sup>5</sup> – either by failing to address behavior change holistically, or by failing to tailor interventions to individuals and their unique needs. At Good Measures, we believe there's no one-size-fits-all approach to achieving better health. Over the past several years, we've developed

and refined a whole-person, tech-enabled approach to nutrition and lifestyle change – one that combines technology, coaching, and tailored food prescriptions to meet the unique and personal needs of individuals, and help them eat and live healthier. Below, we outline the five key pillars of the Good Measures model that in combination help health plans improve health outcomes while reducing overall cost.



# Five Pillars of the Good Measures' Integrated Good Food Prescription™ Program



## 1 MULTIMODAL OUTREACH AND ACTIVATION

Any program is only as good as its ability to identify, reach, and engage those who need it most. Once health plan partners identify eligible members who could benefit from specific interventions, such as diabetes prevention, hypertension management, and weight loss, the Good Measures team conducts outreach via phone, SMS, email, community events, and more. With a focus on delivering the right

message at the right time via the right modality, Good Measures campaigns are able to reach and enroll some of the hardest to reach populations.

Once members are enrolled, they create a unique profile in the Good Measures app, which captures data on member conditions, personal goals, eating patterns, and preferences. The result is a personalized profile that accounts for the full context of a member's health and nutrition status and sets a targeted baseline for improvement.



## 2 TAILORED NUTRITION EDUCATION AND PLANNING

Eating better starts with an actionable plan that's right for the individual. That means understanding what constitutes a healthy choice, given one's health condition and goals. Once members are enrolled in the Good Measures app, they gain access to a curriculum of curated content, webinars, and events tailored to their unique health challenges and circumstances, and what will best motivate and support them to achieve their goals. For example, many members want to manage their diabetes, hypertension, weight, or other nutrition-responsive conditions, such as kidney disease, and they also may be cooking for a family. We can tailor recommendations and help them plan their grocery trip so the whole family's needs are met.

This curriculum is further personalized and made actionable through a patented technology, the Good Measures Index (GMI), which simultaneously computes and balances up to 30 nutrients in a member's nutrition profile based on recent food intake and their medical conditions. With this nutrition engine powering the experience, participants get healthy recipes and meal plans and real-time meal and snack recommendations that match their conditions and adjust for current nutrient deficits and excesses. Importantly, these suggestions align with participant preference. Whether they don't like fish, but love beans, or they eat a traditional Haitian Creole diet, the Good Measures nutrition engine adapts to meet these needs.

## 3 TECH-ENABLED SUPPORT AND TRACKING

People who are managing a diet-related chronic condition are faced with a barrage of in-the-moment decisions every day: what to eat and avoid, how to find time to exercise. They need support and reminders in those key moments to make the best, healthy choices. One national study showed that such "nudges," led to an average 15% increase<sup>6</sup> in healthier dietary or

nutritional choices. Through the Good Measures app, participants receive regular reminders to track food, exercise, and activity goals; to step on a scale; and other prompts and encouragement to stay on course with their program. Connected scales, blood pressure cuffs, and other devices enable real-time tracking through a seamless integration with the Good Measures platform.

## 4 BUILDING TRUST AND ACCOUNTABILITY THROUGH PERSONALIZED COACHING

Too many solutions fall short by relying solely on app-based guidance and underestimating the human factor in driving diet-based behavior change. Good Measures instead advocates a whole-person approach, treating members as unique and complex individuals with hopes, dreams, and often significant barriers to overcome – whether that's behavioral health concerns, substance use issues, social drivers of health, or more. Doing so requires someone who is there to guide members along their health journey with empathy and clinical expertise.

To provide this critical human touch, each Good Measures participant is assigned a clinical coach (registered dietitians, certified diabetes care and education specialists, and registered nurses) who provides culturally appropriate, tailored nutrition and lifestyle change coaching throughout the length of their program. Connecting via live phone calls or in-app messaging, coaches get to know participants so they can help with problem-solving and goal-setting. By screening for food insecurity and social drivers of health, and learning about each participant's cultural preferences and lifestyle, coaches can connect members to the targeted resources they need. As studies show, the presence of a health coach can have a demonstrable impact<sup>7</sup> on a patient's health outcomes by providing consistent and timely access to support, helping to build health literacy and self-efficacy, and fostering a greater sense of accountability for health goals.



## 5 CUSTOMIZED FOOD PRESCRIPTIONS AND DELIVERY

The prevalence of diet-related chronic conditions goes hand-in-hand with poor access to healthy food. According to recent analyses<sup>8</sup> from the USDA and the Association of American Medical Colleges, as many as 54 million or 1 in 6 Americans struggle with food insecurity, meaning healthy food is either too far or too expensive to access. Thanks to new Medicaid programs<sup>9</sup> being piloted in many states, food prescriptions and medically tailored meals are now being deployed to fill these critical gaps. As with meal plans and recommendations, however, such food prescriptions need to be personalized and tailored to

address individual conditions and preferences.

At Good Measures, we leverage our patented Good Measures algorithm to translate personalized food recommendations into medically tailored grocery deliveries. We then take our personalized model all the way to members' doorsteps by generating shopping lists that are fulfilled and delivered through service partners such as Instacart. As we have consistently learned, when members can achieve nutritional balance with the culturally-appropriate foods they like to eat, can access and afford, and that align with medical needs, they not only achieve lifestyle change, but sustain it.

### Health Equity Begins with Healthy Eating

America's nutrition crisis is also a health equity crisis. Communities of color have disproportionately higher rates<sup>10</sup> of diet-related chronic disease and are more likely to experience food insecurity<sup>11</sup> than other populations. Residents of rural communities – including, ironically, many farming communities – are more likely<sup>12</sup> to experience food insecurity than those in urban areas.

Such deep-seated inequities can't be addressed with one-size-fits-all approaches to nutrition. They require an integrated model with interventions designed to both surface and target these disparities head-on. Good Measures' personalized nutrition model addresses health equity in multiple ways:

- **TARGETED OUTREACH AND SCREENING FOR SDOH** – Predictive analytics and proactive screening identify barriers up-front, so coaches can fill gaps with the right resources.
- **CULTURAL COMPETENCE** – Cultural competency training ensures coaches understand the diverse needs of members and communities so they can meet them where they are.
- **CULTURALLY TAILORED MEALS** – Meals and nutrition guidance tailored to meet cultural tastes and preferences are more likely to be adopted and sustained.
- **GROCERY DELIVERY TO FOOD DESERTS AND SWAMPS** – Partnerships with grocery delivery services close gaps by bringing healthy food to members' doorsteps.







## A Prescription for Better Health

At the White House Conference on Hunger, Nutrition, and Health in the fall of 2022, President Biden laid out ambitious goals and a transformational vision<sup>13</sup> for ending hunger and reducing diet-related disease by 2030, while closing health disparities among the communities that are disproportionately impacted. That vision has established a north star for the Food Is Medicine movement, but the map for getting there is still being drawn.

At Good Measures, we've learned and demonstrated that the key to achieving this vision and moving the needle on diet-related disease is to unlock

the transformative power of personalized nutrition. When it comes to addressing complex diet-related conditions and improving health outcomes, there is no one-size-fits-all solution. Every individual is on their own health journey, with unique challenges, goals, and preferences – and, for many, systemic barriers that stand in their path. The Good Measures Good Food Prescription™ program is designed to identify and address these personal needs, combining technology, coaching, and tailored food prescriptions to help every member eat and live healthier.

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To learn more about the Good Measures' Good Food Prescription™ program and how it might work for your health plan and members, visit [goodmeasures.com](https://goodmeasures.com) or reach out to us at [info@goodmeasures.com](mailto:info@goodmeasures.com).



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