



**EatUp!**

# EatUp! for Insurers of Health Benefits

**Robust Job  
Performance/  
Opportunities**  
(individuals)

**Enjoyment of  
Life/Social Capital**  
(individuals)

**Improved Health via  
EatUp! Content**  
(right foods/right amounts,  
easy to prep, inexpensive groceries,  
interactive, personalized)

**Reduced Healthcare & More \$  
Amplified Engagement/Messaging**  
(subscribing organizations)

## WE OBLITERATE THE POOR HEALTH OF *YOUR* MEMBERS AND HELP YOU LEVERAGE THE OUTCOMES & ROBUST USER EXPERIENCE WE DELIVER

We're leveraging our successes over the past 7 years throughout the U.S. for your strategic communication and profitable purposes—as well as leveraging inherent dynamics nutrition is the primary driver behind improved health; an interactive and holistic approach, personalizing for the individual and the household, moves the needle like nobody's business; mealtime is a daily, must-do occurrence; and food has high engagement and pull value.

## A Synergistic, Maximizing Fit with Insurers of Health Benefits

**1**

Health benefit insurers position their brand around wellness as a long-term partner; engaging members in preventive health education and routines is a top priority, albeit a challenging, costly call to action. Personalized, interactive food and mealtime resources create a consistent pull to your platform and all forms of your content on a tremendously frequent basis.

**2**

The healthier insureds are, the more profitable the insurer's bottom line.

**3**

Health benefit insurance companies are a logical, trusted advisor regarding what healthcare experts certify is the primary driver behind preventive health...eating the right foods in the right amounts. There's a gaping "why not?" hole when insurers of health benefits don't get behind this dynamic to lead the way.

**4**

Nutrition-related experiences and outcomes that are meaningful for members—therefore solidifying long-term loyalty and utilization of your services by members and any associated organizations—must entail more than what many health benefit insurers are doing now with non-personalized nutrition supports that lack sustainability and results-oriented impact. "Eat better," "Consult a nutritionist," and more are historically ineffective.

**More...**

## Brief About

EatUp! is a downstream solution with upstream benefit. Or, as one of our partners happily points out: “A win for the individual/household user I make EatUp! content available to via our subscription and then a resulting big win for my organization.”

Mainstay is the name of our company and EatUp! is the name of our content-based resource for insurers of health coverage. Our focus is on the primary driver behind improved health for most anyone: Eating the right foods in the right amounts. We propel outcomes and profitability forward better than every other “solution” because we tackle nutrition holistically and interactively, uniquely **personalizing for individual and household health**. Along the way, users experience a streamlined and more satisfying daily mealtime routine while reducing what they spend at the grocery store. Very purposefully, we make sure that all of this creates numerous opportunities and upside for the subscribing organization.

Our knowledgeable team and proprietary software solidify Mainstay’s B2B partnerships that are forged as a subscription to EatUp! We integrate securely and simply with our customers’ technologies.



## Facts that Spurred Us into Action for Insurers of Health Benefits

- As the primary driver behind preventive health for most anyone, food represents an extremely robust platform—a dynamic conduit—upon which to facilitate outcomes, highlight communications, and encourage member participation. EatUp!’s interactive, personalized mealtime content invites daily interface...which means that other key information on your portal/platform is also viewed daily. (EatUp! is often accessed directly through the insurer’s member platform via API, but doesn’t have to be.)
- It’s certainly possible to Google what to eat when tackling weight gain, diabetes, high blood pressure, GERD, lactose intolerance, allergies, or renal disease, but that quickly dead ends without personalization for individual and household food preferences and needs.
- The U.S. population is struggling with costly, out-sized poor health; two thirds are overweight or obese and about one half have a preventable disease—80% of heart disease, 80% of type 2 diabetes, and 40% of cancers. (The nation’s most marginalized populations are unnecessarily challenged with two to three times the mainstream rates of costly obesity and diabetes.)
- The World Health Organization (WHO) and its [landmark study](#) recently confirmed that EatUp!’s primary guideline regarding eating better is the key to maximizing health for most anyone. WHO concludes that EatUp! not only incorporates the super solution to materially reduce obesity, diabetes, heart disease and cancer, but our approach is leading to longer life.

## More for Insurers of Health Benefits

- Access to EatUp! for all your members.
- You plant—in bold technicolor, overnight—a differentiable advantage and nutrition/preventive health leadership stake in the ground.

