

Foodsmart: Healthy Eating for Employee Wellness

“Food and nutrition play a crucial role in health promotion and chronic disease prevention.”

– U.S. Department of Health and Human Services

Changing how we eat can have a significant impact on our health. Your employees may want to eat healthier but don't have the time or energy for the planning, shopping and food prep. To help, Harvard Pilgrim has teamed up with Foodsmart by Zipongo to offer an app that makes it easier for members to eat healthy.

Of more than 1,000,000 Foodsmart users, more than 400,000 **improved nutrition**, 235,000 **lost weight** and more than 200,000 **improved a clinical condition** such as diabetes, high blood pressure or obesity.

Zipongo, Inc. D/B/A Foodsmart; May 2020.

Earn rewards

Members can earn points toward gift cards through Limeade, Harvard Pilgrim's Living WellSM program. In addition, for a limited time, when they register with Foodsmart and take the NutriQuiz, they're entered to win \$100 in Foodsmart meal kits. Foodsmart will randomly pull 5 winners at the end of October, November and December 2020 and will award credits that can be used toward the kits.

How it works

Members download the Foodsmart by Zipongo app from the Apple App Store or Google Play, select Harvard Pilgrim as the health plan, and then create an account using their email address, a password of their choice (password must be between 8-15 characters, and must contain at least 1 number and 1 letter), and entering their Harvard Pilgrim ID #. Members will use all 11 characters, but omit the dash and capitalize the "HP" (e.g., HP000022366).

The first step is to take the NutriQuiz, where members can incorporate food preferences and daily habits to drive positive health changes.

The Foodsmart app features:



Recipes

Our vast database of recipes has plenty for everyone's preferences, time, and budget.



Grocery List

A digital grocery list is automatically created for your selected recipes.



Online Grocery Ordering

Convert your digital grocery list to an online order, delivered to your door.



Cook It Now

Recipe recommendations using foods you already have in your kitchen.



Restaurant Guidance

Find healthy meal options at all of your favorite restaurants.



Meal Plan

Get a week of tasty meal plans automatically generated to match your preferences.



Deals

Grocery deals for healthy food from your favorite local stores, directly in the product.



Marketplace

Pre-portioned meal kits and delicious heat-and-eat meals delivered to your door.



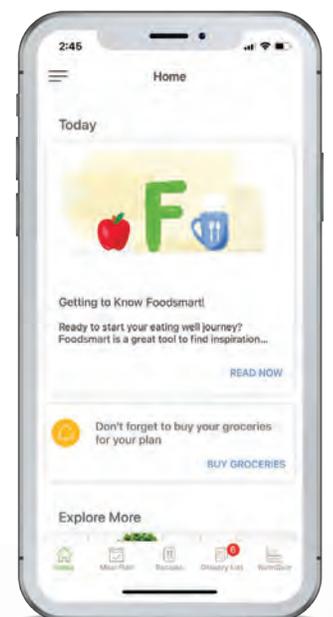
Favorites

Add your favorite recipes so you can easily find them whenever you want.



NutriQuiz

See how your eating habits stack up and instantly get personalized tips and recipes.



Questions?

For more details on Foodsmart by Zipongo, please contact your Harvard Pilgrim account executive.

Harvard Pilgrim Health Care includes Harvard Pilgrim Health Care, Harvard Pilgrim Health Care of New England and HPHC Insurance Company.