NEWS | NUTRITIONALS

NationsBenefits acquires Good Measures to revolutionise food as medicine

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NationsBenefits, the leading fintech, benefits, and outcomes platform for healthcare, announced the acquisition of Good Measures, the leading platform for Food as Medicine supporting health plans and their members. Good Measures combines clinical coaching, proprietary technology, and personalised food prescriptions to improve health outcomes through food as medicine solutions.

This strategic acquisition positions NationsBenefits as the only vertically integrated platform that seamlessly combines fintech, healthcare, and outcomes. With over 100 managed care clients, NationsBenefits is already one of the largest providers of healthy food for healthcare through its vertically integrated medically-tailored meals program, NationsMarket, and its Directed Spend flex card platform. By integrating Good Measures' patented technology and clinical support, available in all 50 states, NationsBenefits will harness the power of food as medicine solutions in unprecedented ways. Together, NationsBenefits will deliver unparalleled member engagement to improve health outcomes as the only healthcare company that integrates food, supplemental benefits, food as medicine, and flex card solutions under one roof, driving better outcomes and a simplified member experience.

Read online: https://nuffoodsspectrum.in/news/6/21729/nationsbenefits-acquires-good-measures-to-revolutionise-food-as-medicine.html
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