

SEASON

CASE STUDY

Grocery and Meal Benefits Delivered At Scale



Meeting members where they are

Season Health has partnered with The Helper Bees to provide their highest utilized benefit of food & meal delivery to thousands of Medicare Advantage members, addressing both health needs and dietary preferences. This partnership supports The Helper Bees' mission to facilitate healthy aging-in-place for thousands of seniors across the U.S.

The partnership offers three food benefit structures to members, which include shelf-stable pantry boxes, grocery delivery, and a food-as-medicine bundle. All offerings are facilitated through the Season platform. Members use their health plan benefits to shop for food and have items delivered to their homes.



About The Helper Bees:

The Helper Bees is one of the largest aging-in-place markets in the U.S. The Helper Bees partners with the country's largest health plans to improve the way in-home care is delivered and enable older adults to age independently at home.



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Food benefits made easy

Season combines clinical nutrition care, meal recommendations, education, and food delivery into one comprehensive solution. The food benefits available to The Helper Bees' members are specific to the members' needs and health plan benefits.



Food-as-Medicine Bundle

Member develops a 1:1 relationship with a Season Registered Dietitian who supports the member's health journey and use of Season's platform, which includes 100,000+ recipes and premade meals.



Pantry Box

Members have access to a wide-selection of shelf-stable grocery items such as canned soup and vegetables, flour, and pasta.



Grocery Delivery

Members can leverage their health plan benefits to purchase from a robust selection of healthy groceries and browse thousands of recipes for inspiration.

All benefits include delivery directly To the member's home.



Achieving meaningful results

Eating healthy on repeat:



Average

6 orders

per member in 2022

Eating healthy, with options:



79,000+

grocery stores available across the U.S. with only Registered Dietitian approved items available to ensure healthy eating

Delivery on the members' time:



Flexibility

for the member to choose when an order arrives

Getting food to members, fast:



3 hours

average order turnaround time once member places order

Making healthy food available, everywhere:



Ability to reach

90% of the US population

with grocery or premade meals, significantly expanding the healthy options available in hard to reach areas

Doing Medicare at scale:



Over

100,000

Medicare Advantage members

Results are based on performance in 2022 and Q12023.



"It was a blessing and the food came right on time. I think it's a really good program because it helps actually put food that I couldn't otherwise afford in my house. Very good, very healthy food in there.... I'm on a fixed income, so the program itself is really helping a lot. It gave me a chance to eat more fresh vegetables."

- The Helper Bees member



To learn more about how our platform can support your members,
contact us at partnerships@seasonhealth.com.