The Perspective from a Home Service Retailer

Meeting the Dietary Needs of Older Adults: A Workshop 10/29/15
Agenda

• How we deliver nutrition to the aging and vulnerable

• Opportunities
Private, Family-Owned

- PurFoods, LLC dba Mom’s Meals NourishCare
- Founded in 1999, headquartered in Des Moines, Iowa
- Started with 1 contract to provide nutrition for the aging population in Iowa...now 250+ contracts nationwide
- 14+ million meals delivered annually

Our Expertise

- Rapid direct-to-consumer nationwide delivery of fresh prepared meals designed around DRI and certain health conditions
PurFoods – Mom’s Meals NourishCare
Our Mission

To be the leading expert on and provider of aging, disabled and patient nutrition solutions that preserve health, help combat chronic disease, support recuperation and nourish independence for higher quality living at home.
A Unique Solution Created to Address Our Client’s Nutritional Needs

- High Quality Fresh-Made Meals
- Variety and Choice
- Rapid Nationwide Delivery
- Address Key Health Conditions
- Quality Assurance
- Dedicated Customer Care Team

A custom solution to address the nutritional needs of those with acute and/or chronic conditions.
Who We Serve --
The Aging and Disabled

Aging and Disabled
Medicaid Waiver
Dual Eligibles
Government Programs
Older Americans Act
State and Local Programs

Patients and Their Caregivers
Medicare Advantage
Medicare SNPs
Private Pay

The Reasons for Reimbursed Meals
• Nursing home diversion
• Post-Acute Care Transitions and Recovery
• Chronic Disease Care Management
Who is Our Customer?

- Medicaid Waiver
- Seniors
- People with physical and intellectual disabilities
- People with mental illnesses

- Chronic Illnesses
  (80-90% among those 65+ yrs.)

- Average age 68 years old
  (range 2 – 112 yrs.)

- 23%-191% of the Federal Poverty Level

- 89% experience food insecurity

- 90% ADL Limits

- Meet the criteria for nursing home care

- Average age 68 years old
  (range 2 – 112 yrs.)

- 89% experience food insecurity
My mother has had 2 strokes and has stage 3 renal failure. I work and do not feel I provide her with enough of the correct foods for her condition.

Due to arthritis I am unable to function sufficiently to allow me to cook meals. As a result I am eating fast foods which is unfortunate as I am already grossly over weight, and it is expensive.
The Needs Of Those We Serve

The majority of states we serve provide one meal a day, some provide two.

Many customers may not have enough for meals, rent and medications.

Dear Mom’s Meals Staff:

I’m Gerald Sutton: I’m a miracle! I have been touch blessed and healed by God Himself!
I had to stop and write you this short note to tell you your meals are the
greatest. I think God must of touched them too.. I wish I could eat them all the
time. Being disabled it would make preparing food a lot easier. I can’t get
over how good they are. Thanks for caring we. Being on a fixed income I’m
sure they would be to expensive for me. Thank you for making such a
woundful product.
Respectfully,
Gerald L. Sutton 07/11/15

Mr Jerry Sutton
4231 N 101st Ave
Phoenix, AZ 85037
Meal Nutritionals -- 1/3 DRI as measured for a male 70yrs.+

- Calories – vary by state, default is dietary guidelines for Americans
  - Note – assumes healthy adult at healthy weight and activity level
- Protein, Carbohydrates, Fiber – DRI for males over 70;
- Vitamins – vary by state

17 different nutritional profiles for 31 states
What We Also Provide for Health Providers and Individuals

Health condition support menus using the leading association guidelines – e.g. American Heart (AHA), American Diabetes (ADA), National Kidney (NKF), etc.
The Challenge – Meeting All Meal Objectives Across All Clients and States

**Medicaid Waiver Meal Goals** -- “To provide an opportunity for individuals to live their years in dignity by providing healthy appealing meals, promoting health and preventing disease, reducing malnutrition risk and improving nutritional status”

- Creating meals that can adhere to --
  - 17 DRI nutritional profiles
  - 8 health condition menus
  - Plus cultural, ethnic and taste preferences…key to compliance

- DRI was designed for healthy adults…but the majority of individuals we serve have 1 or more chronic conditions

- Nutritional profiles, food safety and quality standards are important for vulnerable populations
How Our Program Works

1. Enrollment
2. Initial Order
3. Home Meal Delivery
4. Heat, Eat & Enjoy
5. Ongoing Orders & Support

Mom’s Meals NourishCare
How We Reach Our Customers

Delivery to ANY doorstep in the nation within 1-3 business days
→ Even to rural, remote and those in food deserts
What Our Service Includes for ~$7/meal

**Custom Meal Orders**
FRESH-made, complete meals
CHOICE of menu and meals from nutritionally appropriate menu

**Case Manager and Client Services**
Dedicated client intake department for Agencies and Health Plans
Customer care team focused on member needs and orders
Web-based ordering if desired
Training and informational materials

**Delivery Nationwide**
Including all shipping, packaging materials and handling
In-Cooler collateral including educational newsletters

**Monthly Reporting and Billing**
Utilization reporting for each customer
Billing for each patient (many requiring proof of delivery)

**Meal Developed to Specified Nutritionals**
Registered Dietitian consultation on our meals and menus as needed

**Food Safety and Compliance**
Compliance with specified nutritionals
USDA and FDA operating procedures, inspections and certifications
HIPAA compliance
Testimonials

**Staying Compliant on Heart-Healthy Diet**

“My Father is a diabetic with heart disease and is on a restricted low sodium diet. His wife is in bad health and cannot take care of his dietary needs properly. Mom’s Meals helps keep my father alive by maintaining his nutritional needs.”

—Melinda B.

**Helping Prevent Malnourishment**

“I don’t have a good appetite and get weak when I don’t eat, but then I’m too famished to cook. Mom’s Meals are already made and are quick to prepare, so they made it easy for me to go from eating one meal a day to eating two meals per day plus snacks. Thank you, Mom’s Meals!”

—Nancy B.

**Aided Recovery from Hip Surgery**

“When I was released from the hospital after hip replacement surgery, I needed a meal delivery solution. Mom’s Meals helped me when I was struggling to cook and feed myself. I’m grateful for their service and glad they were there to help.”

—Bill C.

**Allowing Mom to Age in Place**

“Mom’s Meals has been wonderful for my mom. She is often on a walker, and shopping can be difficult. She loves the selections and convenience of having the meals ready to eat in just minutes.”

—Mary B.

**Extended Life Despite Heart Issues**

“My Mom Norma started using Mom’s Meals two years ago after her doctor told her that she only had 6 months to live. Her hospital suggested she try Mom’s Meals since she had both heart issues and was diabetic. I believe Mom’s Meals gave her two more years of life.”

—Cindy S.
91% of clients feel that Mom’s Meals has improved their quality of life

Over 75% of clients reported eating better/proper nutrition and over 40% reported meals help them to remain in their own home

- “I don’t have to depend on anybody…it makes me feel more like a human being.”
- “My Blood pressure has gone down…thank you!” -- Client Quotes
Need for Scientific Research

There has been a significant amount of research documenting the prevalence and impact of malnutrition in the elderly.

There has been very little research on effective community-based interventions to address the impact of long-term nutritional interventions on:
- quality of life
- prevention of longer-term institutionalization
- rate and length of hospitalization
- overall medical costs

We are beginning to develop this research through collaboration with investigators --
- GOURMET-HF trial in post-discharge acute decompensated CHF patients (U of Mich, Columbia Presbyterian; NIH-funded)
Opportunities

• Re-think nutrition as a critical health intervention for --
  – Preventing nursing home care
  – Post-discharge recovery
  – Chronic condition management
  – Those on SNAP programs

• Refine DRI meal guidelines or add therapeutic guidelines
  – Align with evidenced based nutritionals for a health condition
  – Example -- AHA for heart disease, NKF for kidney, ADA for diabetes, etc.
Meals that address a patient’s medical conditions can be an important intervention to prevent, slow the progression of and address the causes of heart disease, diabetes, kidney disease and obesity.

A cost of ~$7 for a condition specific, home delivered meal compares favorably to many, more costly, interventions and can do as much or more for our clients’ health and quality of life.
Hey gang, guess what?
Mom’s Meals are soooo good
I have no problem eating
The things I’m told I should

As a coronary patient, I get the best of care
Because everyone does his part
And that includes Mom’s Meals
Because she has food for the heart

On a scale of one to ten
All the meals rank way up high
But no matter what the score
Nothing out ranks my Chicken Pot Pie