



Food Is Medicine in Rural Communities

Rural Grocery Summit 2024

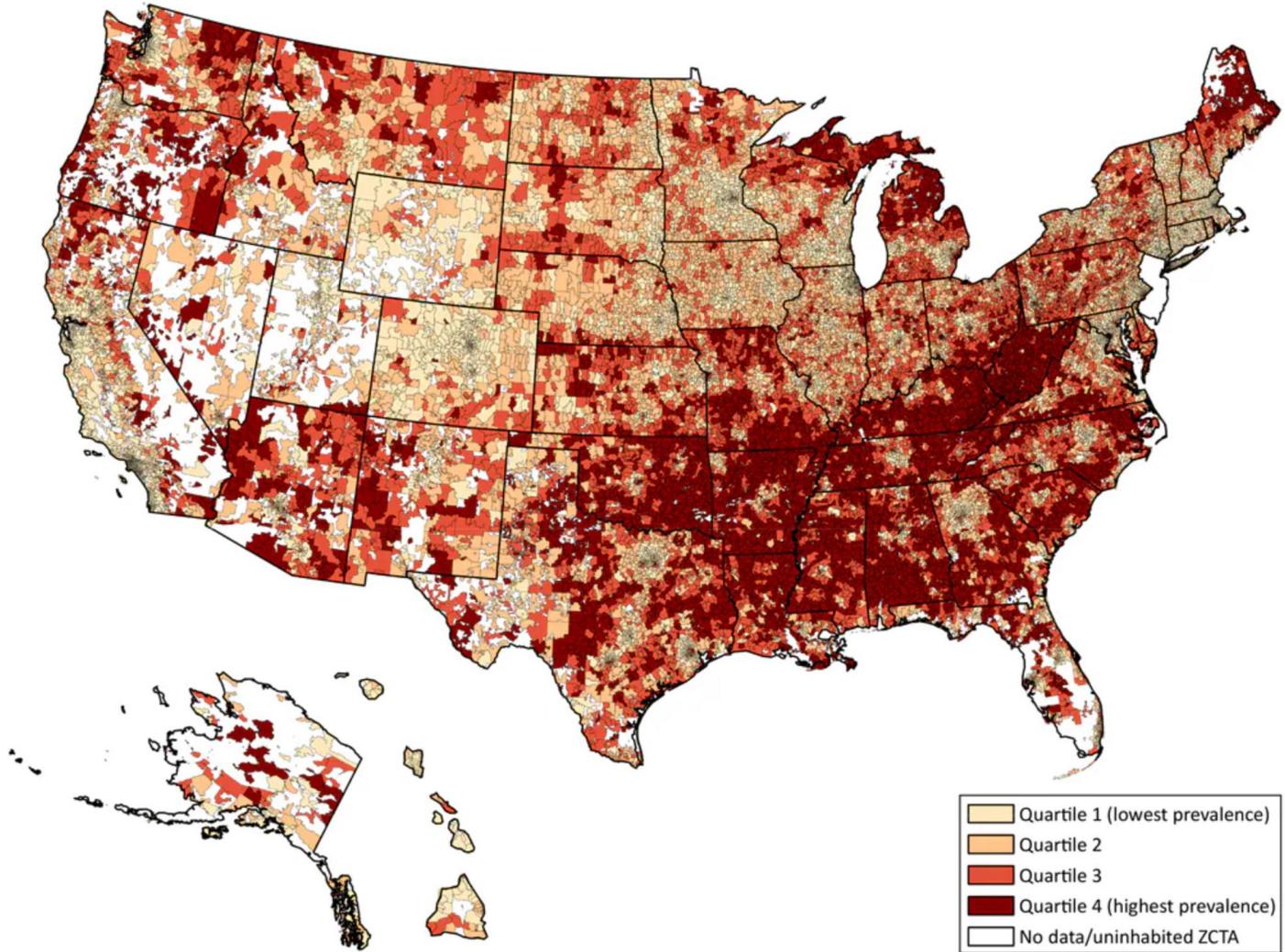
Karen Shore, MPH
Founder and Principal
Upstream Strategies



Upstream Strategies is a small woman-owned business providing strategy consulting and organizational development services for local, state, and national food and nutrition initiatives, organizations, food and grocery companies, and teams.



CHRONIC DISEASE: HIGH & RISING



F&V CONSUMPTION: LOW & FALLING



PULSE CHECK



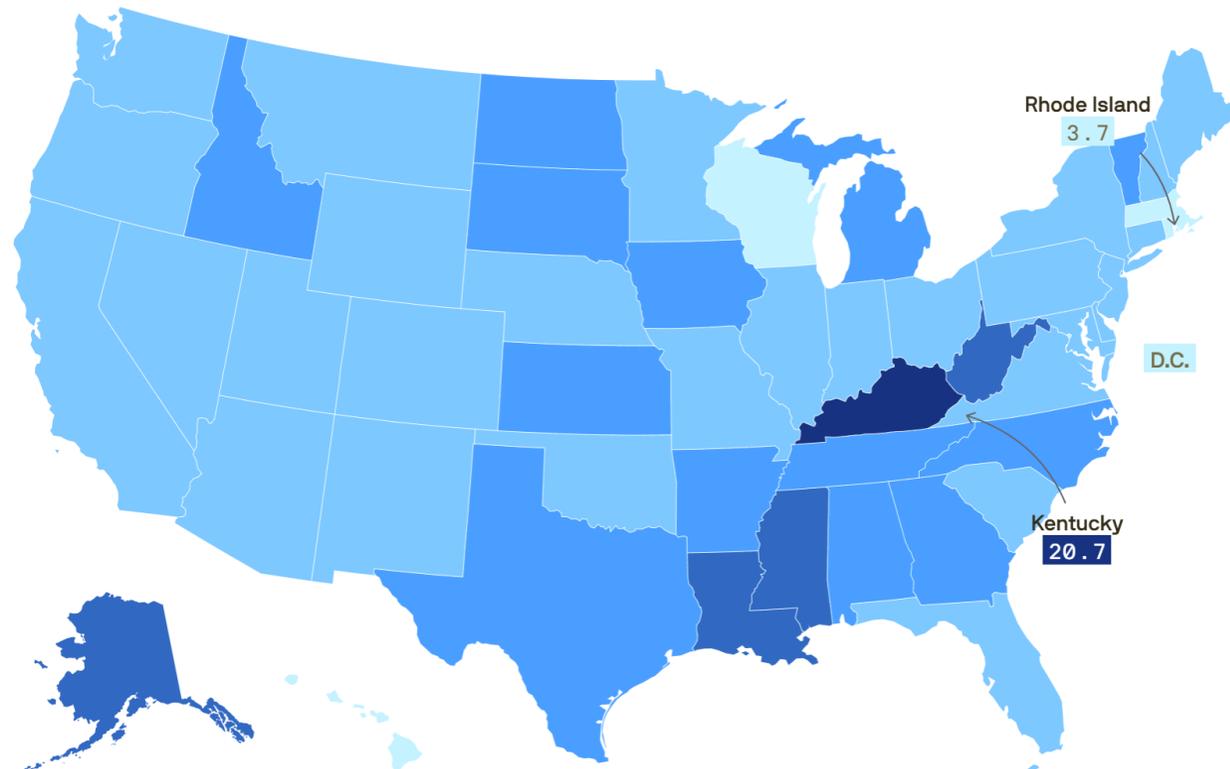
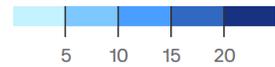
TWO SEISMIC SHIFTS (THAT GO GREAT TOGETHER)



RISE OF GLP-1RA's ("OZEMPIC")

Rate of GLP-1 prescriptions dispensed to patients

2023; Per 1,000 people



Data: PurpleLab HealthNexus database; Map: Axios Visuals

Why Ozempic makes Wall Street woozy

A new class of weight-loss drugs fuels a 'sky is falling' narrative among investors worried about the future of Americans' eating habits.

OCTOBER 13, 2023

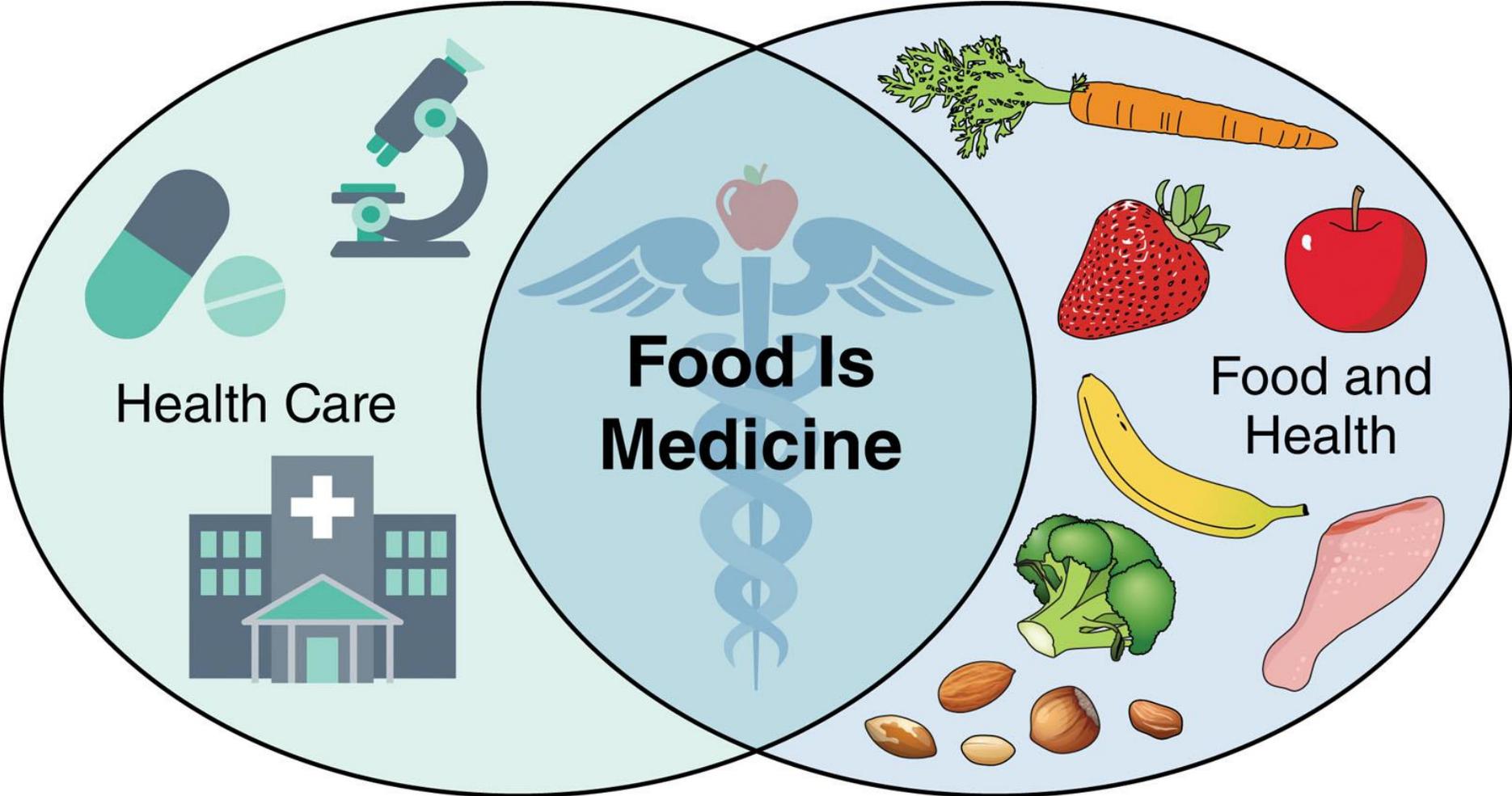
How Ozempic could change everything

An interview with Dan Frommer of The New Consumer on what we're learning about GLP-1 drugs and how they change consumer behavior, even beyond shifting food consumption.

DECEMBER 22, 2023



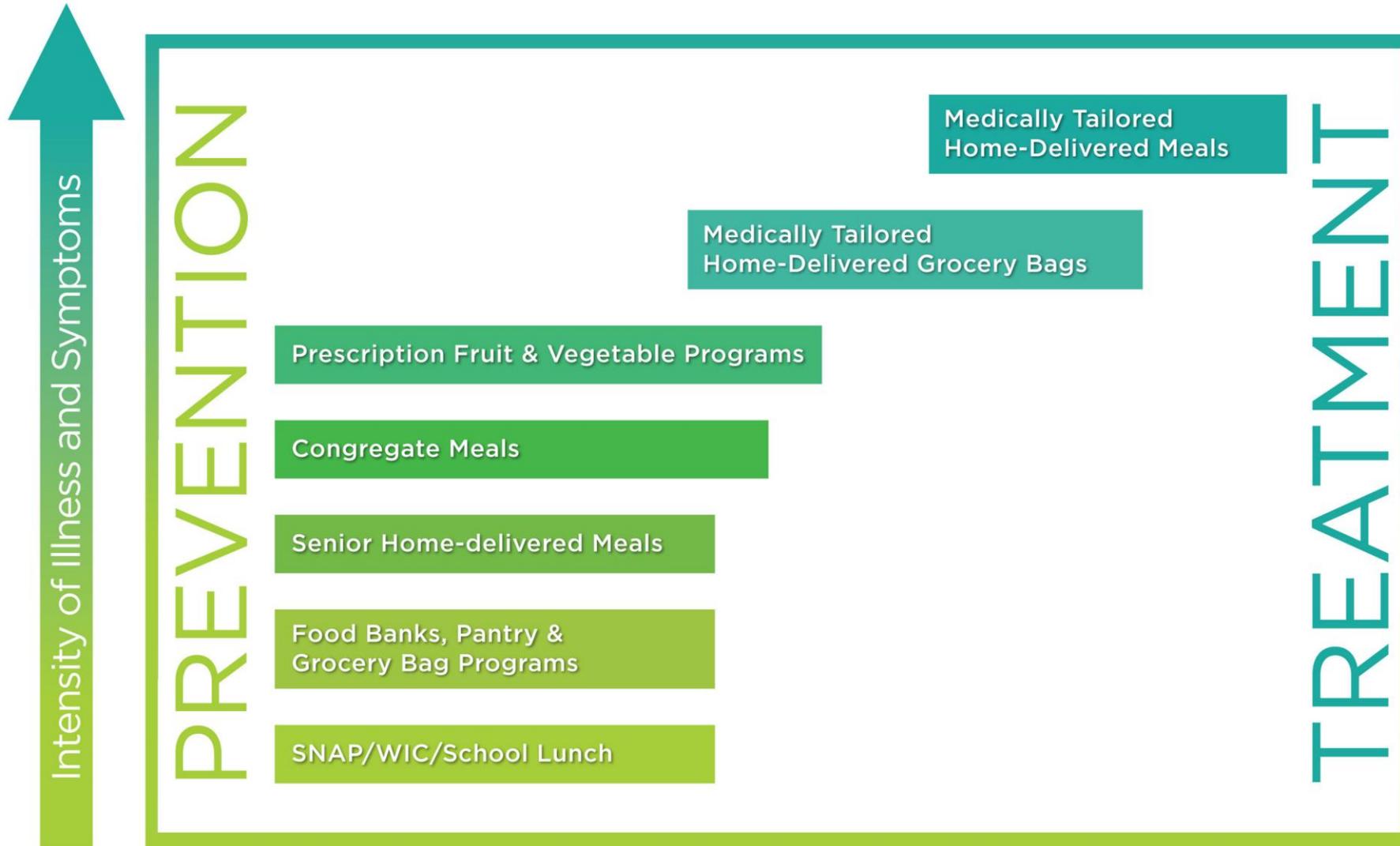
FOOD IS MEDICINE



BUT FIRST...



PREVENTION TO TREATMENT



Source: Food Is Medicine Coalition

Medically Tailored Meals



Produce Prescriptions



Produce Incentives / Vouchers



More Fresh or Frozen Fruits and Vegetables in 2022

April: Asparagus
May: Strawberries
June: Spinach
July: Melon
August: Peppers
September: Peas

Missouri WIC
Eat Healthy. Stay Well.

\$24 \$43 \$47



Rural Grocery X Food Is Medicine

Leland Mississippi



South Central Idaho



Opportunities for Rural Grocers

- Sharing benefits of investment
- New and expanded revenue streams
- Cashflow
- Infrastructure improvements
- Staffing levels, efficiencies
- Increasing service offerings
- Re-capturing lost shoppers
- **Larger orders = savings and benefits**



Unique Challenges

- Healthcare provider access
- Cashflow if reimbursement model
- Data collection and reporting requirements of some funders
- Additional home delivery costs
- Customer confusion re: different programs, **payment types**
- **Technology needs**
- Menus; cultural and religious preferences, dietary needs, compliance with nutrition needs



Medicare Advantage

Exhibit 2

Types of Medicare Advantage Supplemental Benefits

Traditional primarily health-related benefits (2018 and earlier)

- Vision
- Dental
- Hearing
- Fitness
- Over-the-counter benefits
- Limited additional services, such as:
 - rides to medical appointments
 - certain number of meals following inpatient stays
 - home-based palliative care

Expanded primarily health-related benefits (starting in 2019)

- All traditional primarily health-related benefits
- Expanded additional services, such as:
 - more-generous meal benefits
 - additional rides
- New services, such as:
 - adult day care
 - community-based services
 - caregiver support

Special Supplemental Benefits for the Chronically Ill (starting in 2020)

- Complementary therapies
- Pest control
- Food and produce
- Meals
- Nonmedical transportation
- Structural home modifications
- Service dog support
- Social needs benefit
- Transitional/temporary supports
- Indoor air quality equipment and services

State Medicaid Plan Options

State Plan
Authority
(SPA)

Section 1115
Waivers

Medicaid
Managed Care
Flexibility

Integrated
Care Models



THANK YOU

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UpstreamStrategiesLLC.com