



AF About Fresh

Fresh
Connect

Fresh Connect



About Fresh builds solutions that integrate nutritious food into communities & healthcare systems.

Our team builds retail and technology that empowers households to access nutritious food. We uplift data, health insights, and community voice to build a food system that delivers **health, hope, and happiness.**

Where About Fresh Started

About Fresh got its start as a community-based food retailer with our Fresh Truck program, operating converted school buses as mobile markets (\$1.5m annual sales) across Boston neighborhoods, dedicated to increasing healthy food access.



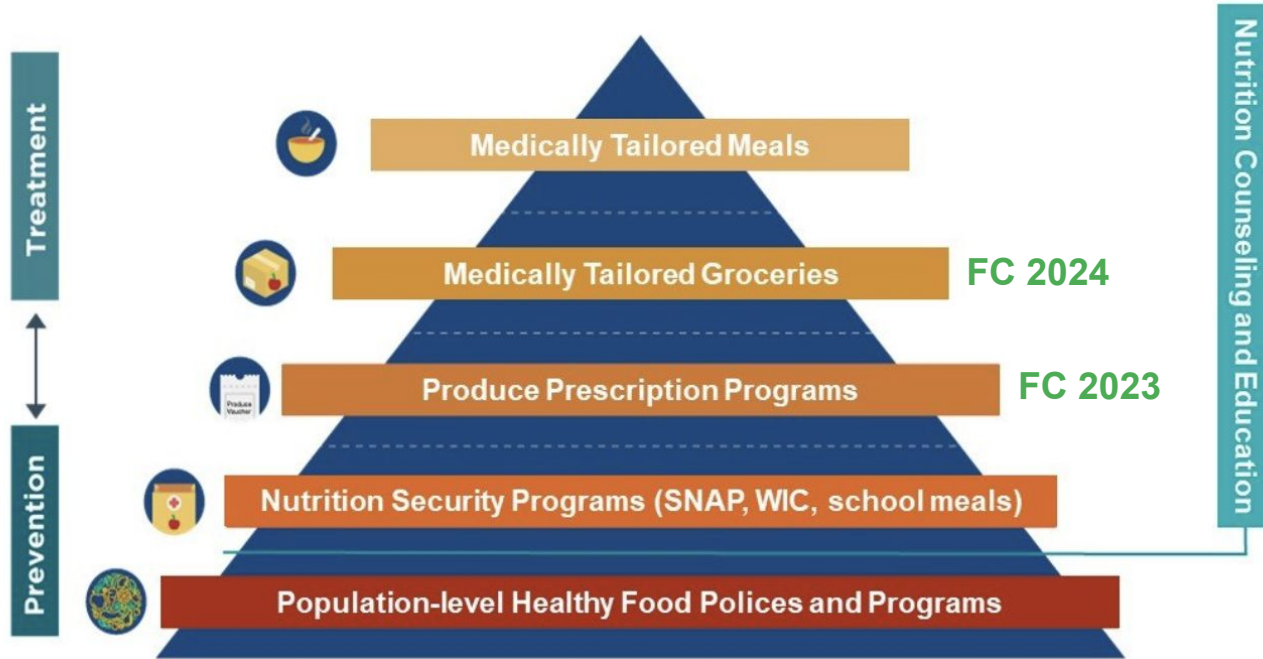
Why Fresh Connect Started

We launched a technology-enabled **food prescription program** to address purchasing power as a barrier to healthy eating.

40% of health outcomes are driven by social and economic factors like income, employment, and education.¹ By focusing on diet and nutrition, along with purchasing power in response to poverty, Fresh Connect is uniquely positioned to impact health outcomes.



Fresh Connect as Clinical Intervention



Food is Medicine pyramid. Adapted with edits from CHLPI/FIMC

Produce Rx Research

1. Harvard Law's Center for Health Law and Policy Innovation
2. The Aspen Institute – Food is Medicine Research Action Plan
3. Tuft's Friedman School of Nutrition Science and Policy

Latest Tuft's Study: 4,000 people across a dozen states who participated in product Rx programs. Average benefit was \$64/month. Within six months almost all adults at risk for heart disease saw lowered blood pressure, reduced BMI and improved blood sugar levels, as well as reduced food insecurity. Adult participants reports they ate almost a cup more per day of fruits and vegetables while in the program.

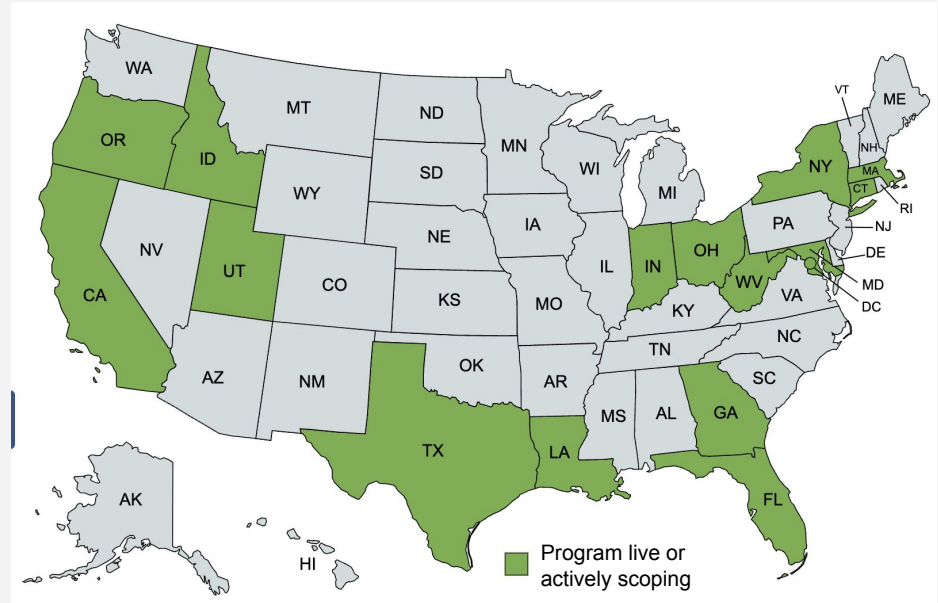


OPPORTUNITY

Healthcare providers and plans will invest more than \$20 billion¹ over the next 10 years to address food insecurity and related health conditions.

Our current roster of Fresh Connect healthcare partners includes **Boston Medical Center, Mass General Brigham, and Community Care Cooperative**, who have collectively committed more than \$4 million to underwrite Fresh Connect cardholder funds and impact evaluation.

¹CMS



CURRENT HEALTHCARE PARTNERS:



How Fresh Connect Works

Fresh Connect cards are programmed with item-level spend parameters tailored to a patient's care plan.

Recognizes and **pays for approved foods** at the point-of sale and leverages same payment rails as EBT. Accepted at a national network of **over 10,000 grocery stores and farmer's markets**.



Fresh Connect enables healthcare to cover the cost of nutritious food.

FRESH CONNECT FEATURES:

1. **Prepaid debit card** that empowers cardholders to purchase nutritious foods where they already shop
2. Cardholder **communication and decision-support workflows** that result in an exceptionally high level engagement and utilization
3. **Analytic platform** that captures the real-time transaction data that teams need to assess impact, utilization, and return on investment

Fresh Connect Platform Overview

- ENROLL

Enroll patients using the platform or via API integration with source system.

- WELCOME

Cardholder Success Team calls to confirm card receipt, answers questions, shares resources, and reinforces relationship.

- SHOP

Cardholders use debit card to purchase nutritious food where they already shop.

- REPORT

Customers assess engagement, utilization, and impact via the program dashboard and reports.

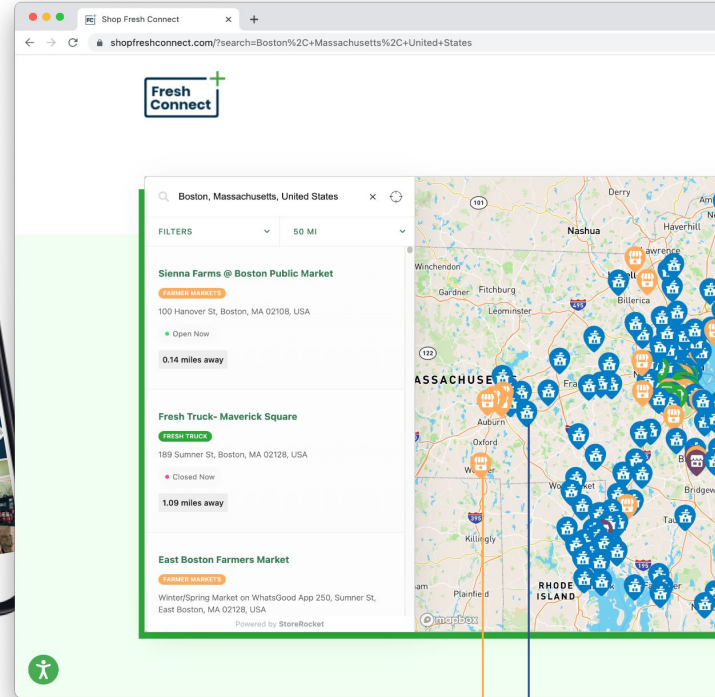
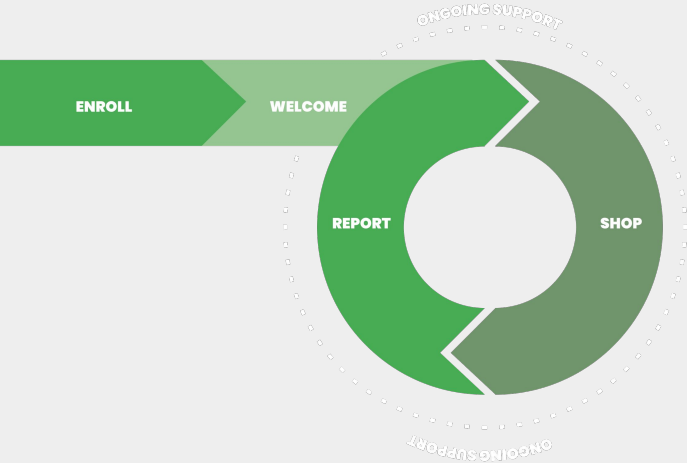
- ONGOING SUPPORT

Three distinct teams support success: Cardholder Success, Customer Success, and Retail Success. Fresh Connect has a relentless focus on relationships, resulting in high levels of engagement and utilization.



Program Welcome & Ongoing Support

Dedicated Cardholder Success Team – facilitates a warm welcome to everyone in the program, responds to inbound questions, and provides proactive support.



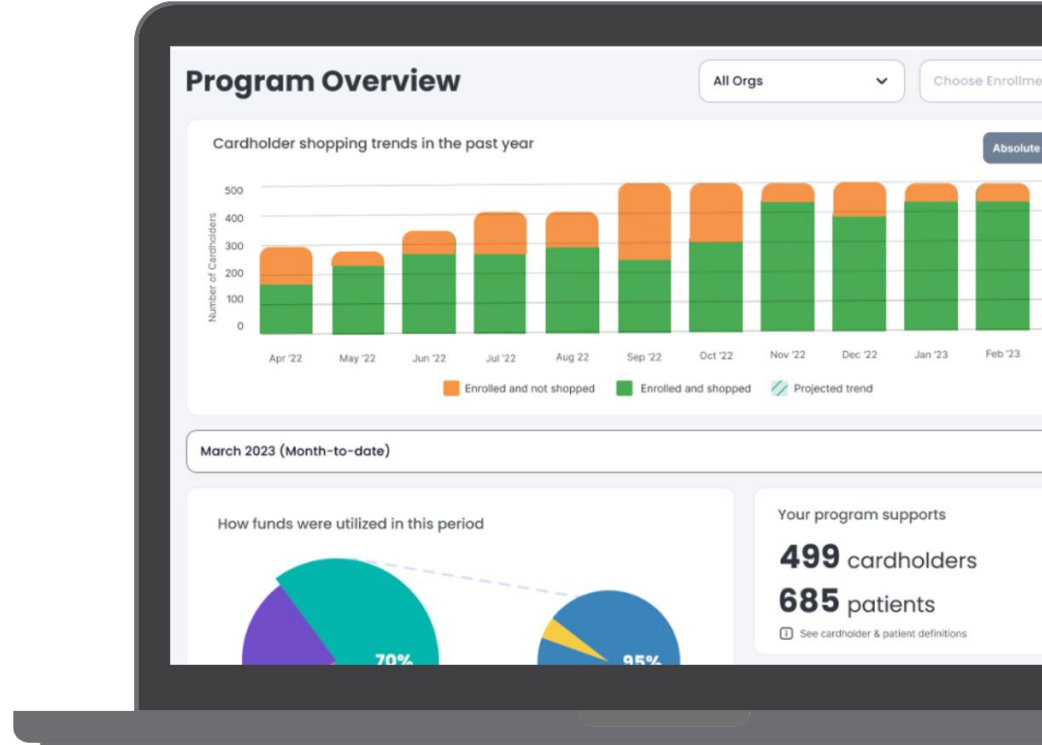
FARMER'S MARKETS

LARGE RETAILERS

Analytics & Reporting

Customer pair Fresh Connect transaction data with claims and utilization data.

Native analytics and pre-configured reports to assess cardholder activity and self-reported health indicators.



In-Store Activations

About Fresh provides branded in-store materials to our retail partners to ensure a joyful & intuitive shopping experience.



¿PREGUNTAS?



¿Cuáles son los alimentos elegibles?

Frutas y verduras frescos.



¿Cómo chequea un cliente el saldo de la tarjeta?

Clientes tienen que llamar al número de soporte de Fresh Connect al reverso de su tarjeta de Fresh Connect (866-237-9702) y seguir las instrucciones.



¿Con quién hablo si tengo preguntas?

Preguntas de clientes: Clientes puede llamar a (866) 237-9702 o ir a ShopFreshConnect.com
Preguntas relacionadas a la tienda: hable con su gerente

El programa de Fresh Connect no permite investigaciones públicas. Clientes interesados deben llamar al número de teléfono de soporte para Fresh Connect, (866) 237-9702.

QUESTIONS?



What are eligible food items?

Fruits and vegetables.

customer check card balance?

Users call the Fresh Connect customer support line on the back of their Fresh Connect card (866-237-9702) and follow the prompts.

Fresh Connect card reload?

Reload on the first of every month, or roll over at the end of the month.

Who should I call with questions?

Encourage cardholders to call ShopFreshConnect.com or contact store manager.

For public inquiries, please contact our support line, (866) 237-9702.

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Our Traction

5,000+ Cardholders across **30 partners**

25,000+ Transactions

10,000 Retail locations

70% - 80% Cardholders shopping monthly

80% - 85% Funds utilization

\$5,000,000 Projected annual spend by end of 2023

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