



Welcome! The meeting will begin shortly.

Announcements

- Thanks for joining us today! We're HYBRID
- Virtual participants, please remain muted during the presentation
- Questions will be answered at the end of the presentation

Moderators for today's meeting include:



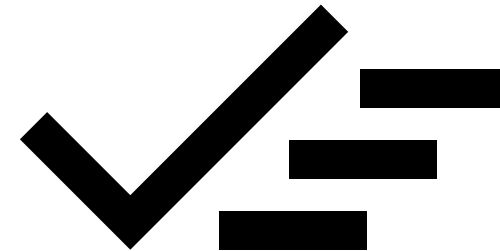
Susan Thompson – ABGOH Co-Chair



Cristina García – ABGOH Co-Chair

Agenda

- Announcements & Introductions
- (Speaker/Panelists)
- Questions & Answers
- Resource Spotlight
- Closing Remarks



Please join us in welcoming our Speaker



Lacy Haney, MBA, MS, RD, LD

H-E-B Wellness Sales Representative





FOOD AS WELLNESS AT H-E-B

Because people matter, H-E-B provides each and every person the opportunity to live well.



About Lacy Haney, MBA, MS, RD, LD

- Registered Dietitian Nutritionist
- Clinical Dietitian for 6 years
- Employee Wellness for 6 years
- Marketing and sales experience with H-E-B Wellness



H-E-B Partners are the heart of what we do

H-E-B employees are called **Partners** because we **work together to create success**



Our commitment to health

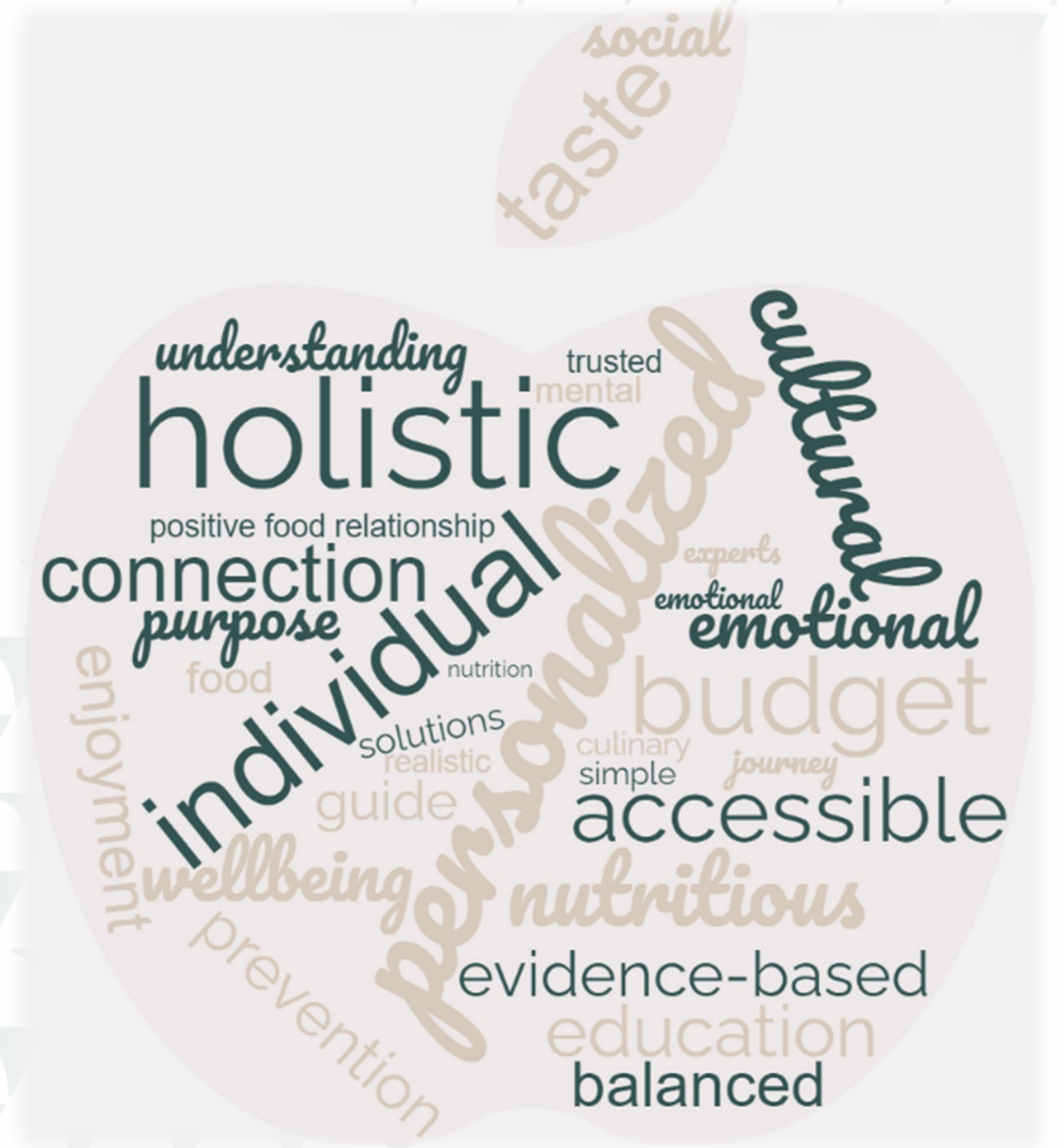
“In everything we do, **our goal at H-E-B is to take care of Texans** with a servant heart and a best-in-class experience you can trust. We believe that **food plays an integral role in well-being**, and as one of the largest sellers of food in the state of Texas, **we’re committed to making it easy for Texans to live better and healthier.**”

- CRAIG BOYAN, H-E-B PRESIDENT



Wellness Food Philosophy

Food plays a foundational role in health.



H-E-B Wellness History

H-E-B made commitment to Partners to help them **live healthier and live longer.**



How do we do this?

Healthcare Services



- Primary care clinics
- H-E-B Dietitians
- Team of Doctors/Nurses/Physical Therapist/Mental Health Therapist
- Connects health to food recommendations

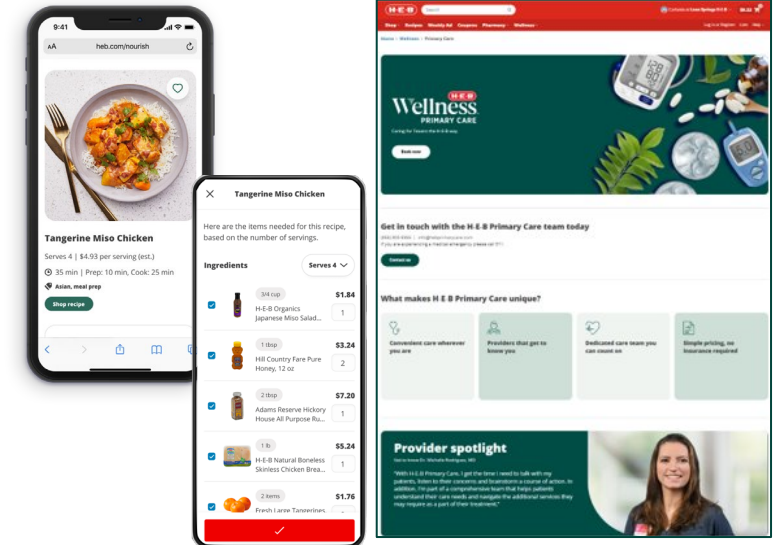


Products



- Low-carb lifestyle
- Plant-based
- "Free-from"/ Gluten-free
- Higher Harvest by H-E-B


Connective Touchpoints



- Meal Planning App
- Healthy Recipes on heb.com
- Wellness website
- Telehealth services
- Cohesive branding in-store/online
- Employee communication

Leveraging our nutrition expertise as the foundation for wellness



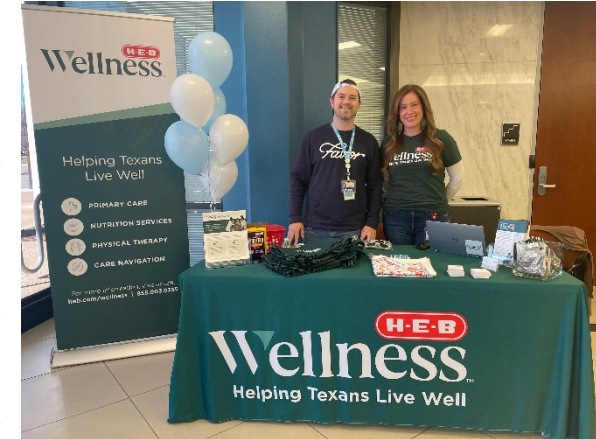


How can H-E-B Wellness serve
your employees through our
Business Services?

H-E-B Wellness Nutrition Services

SERVICE	DESCRIPTION	BASE PRICE
ONE-ON-ONE COUNSELING PACKAGE	<p>A one-hour private consultation with an H-E-B dietitian to assess medical history, set dietary goals, and recommend healthy eating habits based on personalized dietary needs.</p> <p>Cost for 8 hours at an off-site location. Consultations are an hour (8 participants). For one-hour consults, cost per person is \$118, minimum of 5 participants.</p>	\$1,000
METABOLIC TESTING PACKAGE	<p>Cost for 10 participants at location of employer's choice. (3 hours for 10 people). Price increases by \$48/person for additional participants.</p>	\$575
COOKING DEMONSTRATION PACKAGE	<p>Cooking demonstrations are designed to introduce new foods as well as basic cooking techniques to enable participants to make better food choices.</p> <p>1-hour class for 30 people held at select H-E-B location or off-site. <i>Food cost is separate and is \$4/per person.</i></p>	\$575
GROCERY STORE TOUR PACKAGE	<p>A detailed 1.5-hour long grocery shopping tour, led by an H-E-B dietitian. Limit to 12 participants. Store selects the time due to foot traffic. Learn how to overhaul a grocery shopping list, strategically navigate the store, and read labels to make better choices.</p>	\$425

VIRTUAL ONE-ON-ONE COUNSELING PACKAGE	A one-hour consultation with an H-E-B dietitian for a group of 8 participants. For one-hour consults, cost per person is \$118, minimum of 5 participants.	\$950
GROUP CLASS PACKAGE	A one-hour nutrition education class held at an off-site location or select H-E-B location. Presentation topics include disease management, overall wellness, and simple dietary and lifestyle tips. Class is priced for 30 people.	\$750
LUNCH AND LEARN PACKAGE	A one-hour nutrition education class (for 30 people) held at an off-site location or select H-E-B location. <i>Catering available.</i>	\$795
VIRTUAL GROUP CLASS PACKAGE	A one-hour virtual nutrition education class. Presentation topics include disease management, overall wellness, and simple dietary and lifestyle tips. 12-35 participants.	\$425
VIRTUAL STORE TOUR PACKAGE	A 90-minute video store tour with an H-E-B dietitian. Maximum of 30 participants.	\$400
VIRTUAL COOKING DEMONSTRATION PACKAGE	Cooking demonstrations are designed to introduce new foods as well as basic cooking techniques to enable participants to make better food choices. 1-hour virtual class for 30 participants.	\$625
HEALTH FAIR	An H-E-B dietitian will support your community event/fair to discuss H-E-B Wellness offerings for two hours. Additional hours available for an added cost. <i>If cooking is desired, see cooking demo package.</i>	\$650



WHAT'S DIFFERENT?



Patient

Joins
H-E-B
Wellness
Primary
Care

Healthier &
Improved Outcomes



Membership Benefits: Ages 12+

- ✓ 24/7 Access to Care
- ✓ Medical Visits (In Office or Virtual)
 - ✓ Sick visits & Wellness exams
 - ✓ Basic lab testing
- ✓ Physical Therapy*
- ✓ H-E-B Dietitian Visits
 - ✓ Nutrition Consultations
 - ✓ Meal Planning
 - ✓ Store Tours
- ✓ Health Coaching
- ✓ Mental Health Counseling
- ✓ Care Navigation
 - ✓ Scheduling referrals & labs
 - ✓ Transferring medical records

*not available at all locations

Provider Alliance

Best-In-Class Referral Group:

- ✓ Access to Best-in-Class Specialists
- ✓ Priority Scheduling
- ✓ Exceptional Patient Experience
- ✓ Patient notes and treatment plans returned in a timely fashion
- ✓ Doctor to Doctor consultations
- ✓ Coordination with Best-in-Class Facilities

Patient-Focused Coordination

Because people matter, H-E-B Wellness
provides the opportunity for Texans to
live well.

Lacy Haney, MBA, MS, RD, LD
H-E-B Wellness Sales CTX, NWFD
haney.lacy@heb.com



Questions & Answers

- In-person attendees: Please use a microphone for questions so virtual attendees can hear you.
- Virtual attendees: Please use the chat box to send your questions to our speaker. A moderator will read questions as they are submitted.



Resource Spotlight

National Nutrition Month®
Academy of Nutrition and Dietetics



Closing Announcements



- Thank you to our speaker – Lacy Haney!
- Today's presentation will be posted to the MHFC website.
- Session evaluation in the chat box & follow up email.
- Don't forget to submit a 2023 Employer Commitment Form – link to online form can be found on the announcement email.

See you at our next meeting on May 19, 2023.