

Partner Type	Strategic Benefit from Integration	Value to Grocery Retailers
Ecommerce Platforms	Seamless API integration for personalized, conditions, goals, preference-specific product recommendations; Medically validated upselling & cross-selling; Prioritization of OWN brands; Real-time substitution of healthier alternatives	Higher conversion rates; Increased cart size; Stronger brand loyalty; increased revenues; increased Own brand profits; Finer tuning of product assortment, just-in-time buying, and endless aisle.
Loyalty & Reward Providers	Access to behavioral + medical data layers; Enhanced targeting & incentive design; Cash rewards + insurance savings tied to health outcomes; New reward markets from Payers, Providers, Health Clubs, Employers, other Apps/Programs.	Improved shopper retention; Increased program engagement from health-linked rewards; Shopper cash from brand conversion & repeats; Increased data sources and volume.
Business Strategy & CRM Partners	Proprietary insights from medical, behavioral, and shopping data; Ability to craft differentiated, outcome-driven strategies	Measurable ROI from strategic initiatives; Enhanced customer segmentation and personalization
Nutrition & Food-as-Medicine Innovators	Embedding efficacy-based recommendations into recipes, meal planning, and dietary tools; Amplified impact through clinical validation	Stronger consumer trust; Better health outcomes linked to grocery purchases
Point-of-Sale Providers	Integration of purchase data with HIPAA-protected health profiles; Precision recommendations at checkout; Enhanced system utility	Increased sales per transaction; Deeper shopper engagement; Real-time health-driven upselling; "last inch" strategic end capping
OWN Brand Managers	Daily top-of-mind messaging backed by clinical evidence; Strategic positioning as health-forward brand	Higher conversion to OWN brand products; Elevated brand value and differentiation
Pharmacy Operations	Increased grocery store shopper conversion; enriched patient data; decreased contraindication liability	Upselling and cross-selling foods, beverages and supplements to compliment condition mitigation or goal advancement including depletion offsets and therapeutic adjuvants.