

NUTRITION FOR CARDIOVASCULAR + BRAIN HEALTH

Food is medicine. *We built the infrastructure to deliver it.*

FareRx turns evidence-based nutrition for cardiovascular and brain health into a delivered, measurable healthcare intervention.

FOOD + CLINICAL CARE

PAYER WORKFLOWS

PATIENT ENGAGEMENT

OUTCOMES MEASUREMENT



— THE PROBLEM

We keep telling patients to eat better. *Then we send them home.*

Nutrition is foundational to cardiovascular and brain health. But healthcare often stops at advice. Daily life still determines whether that advice becomes behavior.

THE PATIENT STILL HAS TO

01 Understand what to eat

02 Afford it

03 Shop for it

04 Get it home

05 Prepare it

06 Sustain the behavior

The problem is not another recommendation. The problem is execution.

THE FARERX MODEL

FareRx closes the gap between the care plan and the *kitchen*.

01

Identify

Eligible populations through payer and provider workflows

02

Engage

Simple enrollment and ongoing patient communication

03

Deliver

Medically tailored groceries delivered to the home

04

Care

Dietitian-led nutrition care and virtual support

05

Monitor

Longitudinal engagement; remote monitoring expansion

06

Measure

Behavioral, biometric, and utilization outcomes

One connected healthcare intervention. Food + care + data + delivery.

Technology connects eligibility, enrollment, patient engagement, care delivery, logistics, monitoring, and outcomes measurement.

BUILT AROUND AHA SCIENCE

FareRx operationalizes evidence-based nutrition for cardiovascular and brain health.

Aligned with AHA dietary guidance and Life's Essential 8, including Eat Better, Manage Weight, Control Cholesterol, Manage Blood Sugar, and Manage Blood Pressure.

Nutrition connects directly to major modifiable risks for heart disease and stroke.

FareRx has presented its model to the Philadelphia American Heart Association Team Up Clinical Quality Improvement subcommittee.



— THE PATIENT EXPERIENCE

Healthcare that shows up at the *front door.*

Weekly groceries

Produce + protein + dairy

Recipes and education

Human delivery

Dietitian support

Teaching Kitchen

We make heart-healthy eating achievable in daily life instead of leaving patients with another recommendation to navigate.

— 2025 REAL-WORLD OUTCOMES EVALUATION

Real-world engagement. *Measurable behavior change.*

102

MATCHED PRE/POST MEMBER PAIRS ACROSS FOUR MEDICARE ADVANTAGE SSB CI COHORTS

79 members

Diabetes + depression
4-week intervention

23 members

LIS-eligible + chronic illness
12-week intervention

+0.31 / +0.35

Grocery-shopping confidence improvement

+0.44

Meal-planning confidence improvement in the 12-week cohort

89–92%

Maintained or improved medication / appointment adherence

3.7×

Greater medication-adherence improvement at 12 weeks vs. 4 weeks

4.90 / 5

Average delivery satisfaction

72–84%

Said FareRx made them more likely to stay with their plan

NEXT EVIDENCE LAYER: A1C • BLOOD PRESSURE • WEIGHT • BIOMETRICS • RPM • CLAIMS • LONGITUDINAL CARDIOVASCULAR OUTCOMES

[FARERX.COM/OUTCOMES](https://farerx.com/outcomes)



120,000+

Grocery bags delivered

99.69%

Delivery success rate

≈\$1.7M

2026 revenue run rate

4.9 / 5

Member satisfaction

✓ COMMERCIAL HEALTH-
PLAN DEPLOYMENT

✓ CREDENTIALLED
HEALTHCARE
PROVIDER

✓ NPI

✓ SOC 2 TYPE II

✓ OPERATING TEACHING
KITCHEN

AARP AGETECH COLLABORATIVE PORTFOLIO COMPANY • VILLAGE CAPITAL FUTURE OF AGING 2026 • PHILADELPHIA BUSINESS JOURNAL 40 UNDER 40, MIKE CANGI, 2025

— COMPANY OVERVIEW + TRACTION

**Built in the real
world. *Not the lab.***

— BUSINESS MODEL + MARKET OPPORTUNITY

Sell to healthcare. *Deliver to the patient.*

CURRENT MODEL

\$80

per member/week current grocery program pricing

- ✓ Health plan-sponsored nutrition interventions
- ✓ Weekly medically tailored grocery delivery
- ✓ Primary buyer: health plans and payers
- ✓ Secondary buyer: providers and health systems

01

Food creates
engagement

02

Clinical care
creates
continuity

03

Measurement
creates
evidence

04

Reimbursement
creates
durability

EXPANSION PATH

Medicare
Advantage →

Traditional
Medicare →

Medicaid →

Commercial /
employer →

Provider
partnerships

CARDIOVASCULAR + METABOLIC CARE LAYER: MNT • DSMT • CCM • RPM

COMPETITIVE LANDSCAPE

Food, care, data, and delivery are still *fragmented*.

TYPICAL MODEL	MEAL DELIVERY	GROCERY BENEFITS	DIGITAL NUTRITION	FARERX
Food format	Prepared meals	Grocery allowance or card	Nutrition guidance	Delivered groceries
Clinical care	Program dependent	Benefit dependent	Digital coaching	Dietitian-led care
Delivery role	Core	Retail network	Not core	Core
Engagement model	Service based	Benefit based	App or virtual	Human + virtual
Data focus	Fulfillment	Benefit use	Digital engagement	Food + care + outcomes
CATEGORY PATTERNS VARY BY PROVIDER. THIS COMPARISON REFLECTS TYPICAL MODELS, NOT EVERY COMPANY.				

FareRx brings them together in one connected healthcare intervention.

LEADERSHIP TEAM

Built by operators. Grounded in clinical care.



Mike Cangì

FOUNDER & CEO

Built FareRx from launch to commercial payer deployment. Hospitality operator. Philadelphia Business Journal 40 Under 40, 2025.



Kenneth Rice, MD

MEDICAL ADVISOR

Clinical oversight and physician leadership for FareRx's cardiovascular and metabolic care model.



Kathryn Oakes, RDN, LDN

HEAD OF NUTRITION

Leads nutrition programming, clinical education, and member nutrition care.

AARP AGETECH COLLABORATIVE

VILLAGE CAPITAL FUTURE OF AGING 2026

— THE NEXT PHASE + USE OF CAPITAL

From food benefit to *cardiovascular + metabolic care infrastructure.*

TODAY

- ✓ Food Is Medicine
- ✓ Credentialed healthcare provider
- ✓ Health-plan populations
- ✓ Home-delivered groceries
- ✓ Dietitian-led nutrition care
- ✓ Teaching Kitchen
- ✓ Patient engagement
- ✓ Real-world outcomes

EXPANDING

- ✓ MNT + DSMT reimbursement
- ✓ RPM + CCM
- ✓ Biometric measurement
- ✓ Claims integration

THEN

Longitudinal cardiovascular + metabolic care at scale

Food + clinical care + monitoring
+ cardiovascular outcomes



Primarily bootstrapped

Approximately \$60,000 in non-dilutive funding to date

CAPITAL ACCELERATES

- ✓ Clinical infrastructure, staffing, and credentialing
- ✓ Remote monitoring and data infrastructure
- ✓ Payer and provider integrations
- ✓ Outcomes research and clinical validation
- ✓ Geographic expansion

Make evidence-based nutrition for cardiovascular and brain health as accessible, measurable, and operationally reliable as any other healthcare intervention.