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nations benefits

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NationsBenefits® Expands Retail Network with Associated Supermarket Group to Empower Health Plan Members Nationwide

[PLANTATION, FL – January 21, 2025] – [NationsBenefits®](#), the leading supplemental benefits and healthcare fintech solutions provider today announced its new partnership with [Associated Supermarket Group \(ASG\)](#), expanding access to essential health and wellness products for local communities nationwide. Beginning immediately, NationsBenefits cardholders will be able to use their NationsBenefits Benefits Mastercard® Prepaid Card* at over 75 ASG supplied supermarkets, making it easier for members to purchase eligible healthy groceries, over-the-counter (OTC) products, and wellness essentials directly from their local neighborhood stores.

By leveraging NationsBenefits' advanced Basket Analyzer Service (BAS) technology for seamless point-of-sale integration, ASG and NationsBenefits are enabling millions of health plan members access to the products they need to support healthier lifestyles, all while strengthening ASG's commitment to the neighborhoods and communities it serves.

“Partnering with Associated Supermarket Group is an exciting step in our mission to improve access to healthier food options, OTC products, and wellness essentials for communities across the nation,” said Michael Parker, co-CEO of NationsBenefits. “As one of the largest grocery networks serving urban neighborhoods, ASG is perfectly





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positioned to help us expand our reach and offer eligible products to those who need them the most. This initiative will provide millions of health plan members with the resources to make healthier choices while supporting their overall well-being.”

With more than 275 stores throughout the Northeast and Mid-Atlantic regions, ASG has long been a trusted grocery supplier serving urban and multicultural communities. This new integration with NationsBenefits enhances access for health plan members, allowing them to use their NationsBenefits Benefits Mastercard® Prepaid Card to purchase approved health-related products and culturally relevant food options in-store. This collaboration further advances ASG’s commitment to addressing social determinants of health (SDoH) by offering a diverse range of products that reflect the unique dietary needs and preferences of the communities it serves, promoting healthier, more equitable communities for all.

“We are very excited to be part of this initiative as our intention has always been to ensure ASG stores support the well-being of their customers by offering fresh and affordable wellness products. Through this technology collaboration with NationsBenefits, people will be able to redeem health benefits at ASG supermarkets in their local communities and improve their lives by achieving their health goals,” said Zulema Wiscovitch and Joe Garcia, Co-CEOs and Co-Presidents of Associated Supermarket Group.

The integration of NationsBenefits ’BAS technology ensures seamless adjudication of eligible products at the point of sale, making the shopping experience simple for customers while ensuring compliance with health plans. NationsBenefits helps health plans and organizations deliver impactful supplemental benefits to their members, improving outcomes and satisfaction by addressing SDoH and promoting access to health-related products and services.

Through this new partnership, NationsBenefits and Associated Supermarket Group are directly supporting health equity by providing culturally relevant and affordable fresh and wellness products to local communities—helping families improve their health, nutrition, and quality of life.

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About NationsBenefits®

NationsBenefits® is a leading provider of supplemental benefits and fintech solutions and outcomes to the healthcare industry. NationsBenefits partners with managed care organizations to provide innovative healthcare, data analytics, gap closure, and fintech solutions aimed at driving growth, reducing costs, and delighting members. Combining its cutting-edge technology with targeted retailer partnerships, NationsBenefits empowers health plans to deliver impactful supplemental benefits to optimize member experiences and drive better health outcomes. By simplifying processes to make smarter choices and expanding access to benefits solutions, NationsBenefits aims to improve each of its members' quality of life through its revolutionary and comprehensive suite of offerings. To learn more, visit NationsBenefits.com.

About ASG

Associated Supermarket Group provides retail solutions to independently owned grocery stores in the Northeast and Mid-Atlantic regions, providing distribution, marketing, merchandising, promotional services, and store financing. A relationship with ASG allows independently owned and operated stores to take advantage of the economies of scale normally available only to larger supermarket chains. ASG's supermarket banners include Associated, Associated Fresh, Compare, Compare Fresh, Met Foods, Met Fresh, Pioneer, and other independently named stores.

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