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Albertsons launches new health and wellness platform

Albertsons Cos. Inc. launched Sincerely Health, a digital health and wellness platform now accessible on 16 of its banners' grocery app and websites, including Albertsons, Safeway, Vons, Shaw's, Jewel-Osco, Acme and Tom Thumb.

Backed by science, Sincerely Health is designed to help improve lives by connecting, educating, encouraging and rewarding customers on their health and wellness journey so they can make informed choices regarding food, physical activity, sleep and mindfulness.

Sincerely Health is a platform built in collaboration with healthcare providers, insurance companies and technology organizations who share a broader purpose to improve the health and well-being of every community they serve. The teams also gleaned valuable insights gathered from over 10,000 customers and associates. The platform will continually evolve based on customer feedback, which will also inform new features, collaborations and enhancements to position Sincerely Health as a trusted and reliable health resource.

"We are introducing Sincerely Health with a singular intention to improve lives," said Omer Gajjal, chief digital officer and executive vice president of health at Albertsons Cos. "As a grocery and pharmacy retailer committed to the health and wellness of our communities, we are empowering customers to have a connected and personalized view of their health across food, nutrition, activity, mental well-being and pharmacy services, enabling them to make more informed choices."

The Sincerely Health experience begins with a brief questionnaire that measures a customer's Health Score based on seven dimensions of well-being. The scores are calculated using actuarial science, considering varying lifestyle factors such as age, gender, nutrition, lifestyle choices and mental health.

The platform also enables users to link activity trackers such as Apple Health, Fitbit and Google Fit, as well as log their vitals and medication regimen to have better visibility and control over their health and well-being. Customers can then set small achievable goals to improve their Health Score, track their progress and receive actionable insights and rewards for achieving those goals.

Sincerely Health also offers an online pharmacy experience, including tools for managing prescriptions, scheduling vaccine appointments and connecting users with general practitioners via convenient telehealth services.

Customers joining Sincerely Health from their preferred banner's grocery app will receive an initial incentive of up to \$25 off an upcoming grocery purchase redeemable across stores. As customers take additional actions such as set a health goal or respond to a health recommendation, they can earn additional points.