

Bridging Health Benefits and Retail for Seniors With Soda Health

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In this episode of the Brave Commerce podcast, hosts Rachel Tipograph, founder & CEO of MikMak, and Sarah Hofstetter, president of Profitero, dive into the untapped potential of Medicare Advantage dollars with healthcare tech company Soda Health's Julie Fleischer, general manager and chief experience officer, and Jared Childs, vice president of business development.

Together, they unpack how the \$30 billion pool of “use-it-or-lose-it” benefits available to 35 million Americans over 65 is reshaping the commerce landscape for brands, retailers, and health plans alike.

Discover how Soda Health leverages innovative fintech solutions to connect health benefits to retail and CPG opportunities, enabling seniors to make preventative purchases ranging from OTC medications to healthy food options. Julie and Jared discuss how retailers are stepping up to engage this high-value demographic, and why brands need to act now to capture their share of this burgeoning market.

With real-world insights into evolving consumer health trends,

actionable advice for brands, and a vision for the future of personalized health benefits, this episode is a must-listen for those ready to innovate at the intersection of health, commerce, and consumer behavior.

Key takeaways:

Understand the Opportunity: Discover how \$30 billion in Medicare Advantage dollars can fuel incremental sales for brands and retailers

Engage the 65+ Consumer: Learn how to connect with this growing, health-focused demographic in meaningful and compliant ways

Actionable Steps for Brands: Gain insights on how to unlock this market with targeted outreach, data-driven campaigns, and measurable ROI

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