



FoodMed
CERTIFIED



SIFTER™

Certification for:
Tools - Nutrition as a Service (NaaS)
Expires January, 2025



www.foodmedcertified.com/

VALIDATION INSTITUTE, 250 First Avenue, Suite 301, Needham, MA 02494



Table of Contents

| | |
|---|----|
| Company Profile | 3 |
| Overview of FoodMed Certification Review Components | 4 |
| Applicant's Program Goal | 6 |
| Program Foundation | 7 |
| Target Audience and Communication | 9 |
| Program Delivery | 10 |
| Health Outcomes | 11 |
| Summary of Results | 12 |
| Certificate of Achievement | 13 |
| About FoodMed Certified and Validation Institute | 14 |





Company Profile

| | |
|---------------------------|---|
| Category: | Tools |
| Website: | https://www.siftersolutions.com/ |
| Public or Private: | Private |
| Year Established: | 2020 |
| CEO: | Andrew Parkinson |
| Company contact: | solutions@siftersolutions.com |

Description Provided by the Company:

Sifter Solutions (Sifter) provides a **Nutrition as a Service (NaaS)** platform inclusive of food and nutrition technology that bridges the gap between consumer health priorities and fresh and packaged grocery foods. Designed for food retailers, healthcare providers, and health insurance platforms, **Sifter's** AI technology automates grocery product eligibility at the UPC level—with precision, speed, and transparency—for unlimited combinations of multivariable diets and food preferences. Food selections are aligned with clinical practices and nutrition standards followed by Registered Dietitian Nutritionists. **Sifter's** tech stack includes in-store scanning for wider product discovery, recipe customization by diet, and intelligent product curation based on food assistance eligibility, cultural preferences, and medically accepted options. The full suite of **Sifter** solutions can be integrated into client platforms through dynamic APIs or turnkey white-label implementation.



Overview of FoodMed Certification

Review Components

Validation Institute's independent review of medical nutrition and food programs guides purchasers on selecting effective, well-designed programs. Programs that earn the Food Med Certified designation will meet the standards shown below.

- **Program Foundation** – The output, such as guidance to consumers or care plans for medical professionals, is based upon reliable and credible data. Selection of this data is overseen by appropriately licensed and experienced people. In addition, the data must come from recognized, accredited sources; users' data can be used to refine the output over time. The program has systems and procedures managed by competent personnel to ensure this data is accurate and up to date. If the data sources and systems are handled by a contractor, the program must show that the contracts provide for all of the requirements.
- **Enrollment and Communications** – Prospective users are given accurate and reasonable descriptions of the program and its results. The program will report the following:
 - Size of eligible population, if possible.
 - Definition of enrolled (such as minimum number of visits or interactions)
 - Enrollment attrition and cause, such as lack of engagement or loss of eligibility



Overview of FoodMed Certification

Review Components

- **Program Delivery** –The program will demonstrate how it addresses users’ barriers to optimal use. Barriers related to Social Determinants of Health and to cultural factors will be addressed. If the end user is a medical professional, then the program could integrate with existing record and workflow systems. If the end user is a consumer, the program needs to show how it accommodates different needs and preferences. The program also must show how it monitors program delivery success.
- **Health Outcomes** –If health outcomes are part of the program, the program will show how these are measured. Survey tools should generally be validated and be administered in the way they were validated. (Note: Food programs can separately have their health outcomes validated.) The program’s website and enrollment materials will show health outcomes based upon a minimum of 12 months of participant data; shorter time periods are allowed for health conditions whose treatment regimens are shorter. Where the outcome is weight loss, 24 months of participant data and post-program data are preferred.





Applicant's Program Goal

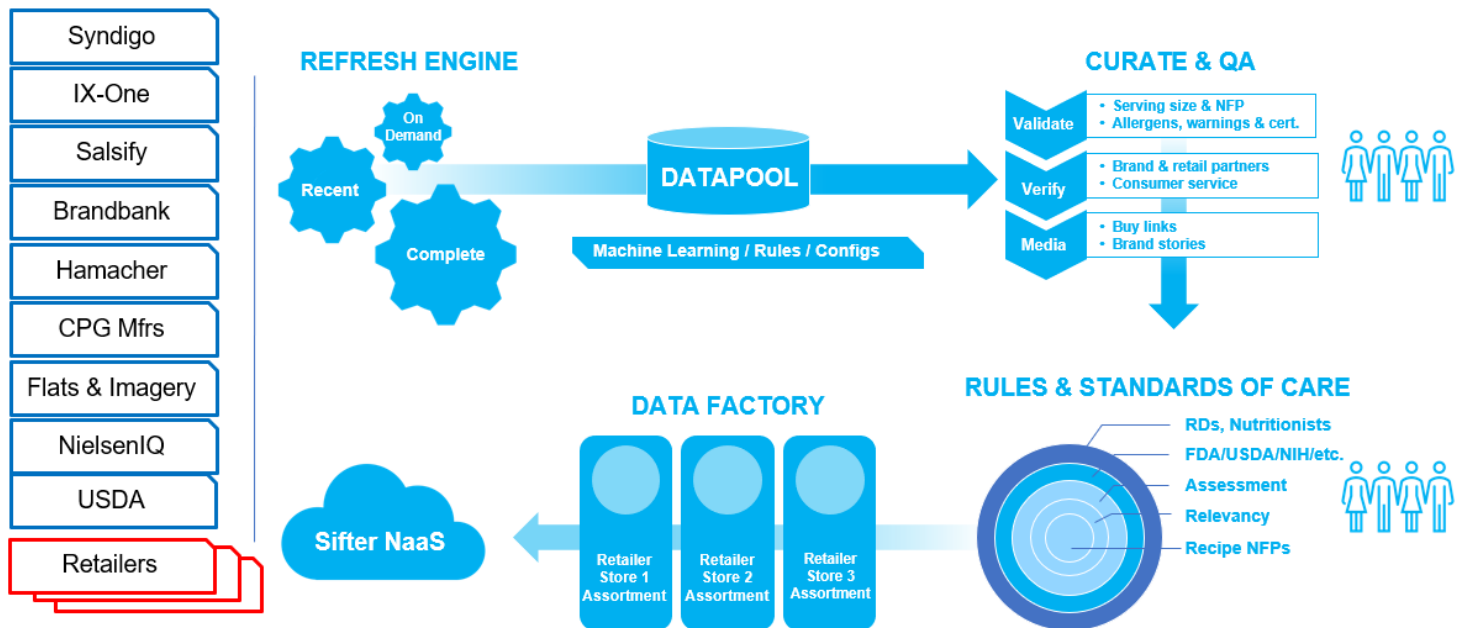
Sifter provides NaaS to grocery retail, health, and health insurance platforms to deliver scalable health-related food programs. The NaaS process first organizes and verifies grocery product data from primary sources, and then enriches the data with hundreds of dietary and allergen filters. These health attributes are validated by Sifter's Registered Dietitian Nutritionists to ensure alignment with clinical standards of nutrition care. Sifter clients use this enhanced data in their programs to deliver accurate, up-to-date, and clinically valid guidance on selecting foods that match dietary needs, making it easy for customers, patients, and members to reach health goals.



Program Foundation

For its food and nutrient database, Sifter gathers data from multiple sources; having multiple sources allows the database to cover more retailers and more products. Suppliers must be primary data sources. Prior to contracting, suppliers are required to furnish sample records, which are evaluated to ensure that source data meets Sifter standards.

A summary of Sifter’s data sources, intake, review, and processing is shown below.



The Sifter onboarding team, including an independent contractor qualified and rigorously trained by Sifter, is responsible for assigning the initial categories and onboarding of data; all other functions are handled by Sifter staff. The contractor delivers data that has undergone category rule and logic



Program Foundation

checks. After the data onboarding and cleaning, Sifter’s nutrition team does a Quality Assurance review that meets 95% accuracy or greater for all data fields. Machine learning and automated checks bring outliers and other issues to the nutrition team’s attention.

The certification review included the qualifications and experience of staff and contractors involved with all data processes. In addition, the certification review included the results delivered through Sifter's technology tools: Sift By Diet, Scan By Diet, and RecipeSifter.

Sifter provided a copy of their 2023 Association of International Certified Professional Accountants SOC-2 examination report on controls relevant to security, availability, processing integrity, confidentiality, and privacy. Sifter met the AICPA's security standards. From the AICPA report, “Sifter Solutions, Inc. has designed, implemented and operated to provide reasonable assurance that its service commitments and system requirements were achieved based on the trust services criteria relevant to Security set forth in TSP 100, 2017 Trust Services Criteria for Security, Availability, Processing Integrity, Confidentiality, and Privacy.”

Participation in the AICPA SOC standards require Sifter to have its systems reviewed annually.





Target Audience and Communication

Sifter's NaaS serves food programs, which in turn serve various target populations. It provides the foundation through which food programs can customize and add features for consumers. As such, Sifter NaaS does not have a target population itself.

To help food programs serve their target users, Sifter's nutrition and technology staff work with the client to ensure that the data is used and delivered properly. Sifter reviews each client's released product to ensure that users are receiving correct information. Sifter advises the client if adjustments are needed.





Program Delivery

Sifter's NaaS serves as the framework through which clients deliver healthy-eating programs to consumers. Though Sifter's program does not cover the "last mile," Sifter takes steps to support effective program delivery. To help client programs better serve different cultural groups, Sifter's database includes food products from large national chains, small local retailers, private label products, and fresh produce. Sifter also includes data about federal assistance programs, so consumers can find foods that meet those requirements.

Sifter's database structure offers filters by which users can select foods that meet various health criteria. Thousands of diet combinations have been validated by a team of Registered Dietitian Nutritionists to help clients match eligible foods to respective diets according to clinical standards of nutrition care and practices. For example, a filter can select foods that are appropriate for a person using a bronchodilator or that comply with the U.S. National Heart, Lung, and Blood Institute's anti-hypertension diet. Sifter's nutrition team and advisory board keep the system up to date with the latest research and guidelines. The team regularly searches peer reviewed literature data bases. In addition, team members are part of industry and government groups that publish guidelines, regulations, and other nutrition-related protocols.





Health Outcomes

Sifter helps its clients to implement various health measures. Sifter does not monitor or assess consumer health outcomes, but focuses on accurate data "sifting" and product delivery.





Summary of Results

Sifter's Nutrition as a Service offers food programs a comprehensive, secure, and accurate database, enriched with derived health filters that align with nutrition standards of care practices and are delivered through a state-of-the-art technology platform. Sifter's data collection, cleaning, and security processes exceed recognized standards. All members of the Sifter team have relevant training and experience; in addition, QA systems and accuracy checks are built and operating. Sifter undergoes an annual audit to ensure the company meets the AICPA's security and processing standards.

Sifter reviews its clients' user-facing programs for accuracy in delivery. Sifter can recommend changes or guide food programs on user-level interactions but does not take responsibility for this aspect.

Sifter supports and guides food programs to use the database to benefit their users. The nutrition staff and advisors keep the system up to date in accordance with the latest research and regulatory and clinical guidelines. The combination of up-to-date nutrition research and the comprehensive database makes Sifter well prepared for a wide range of food programs, target groups, and health conditions. Sifter's infrastructure and services give food programs an excellent foundation on which to build customized user experiences.





Certificate of Achievement

Nutrition as a Service (NaaS)

Certified Program

Sifter Solutions, Inc.

500 W Madison St, Suite 1000, Chicago, Illinois 60661, US

Company

Certificate Level: Tools

Sifter provides Nutrition as a Service (NaaS) to food programs, which organizes, verifies, and enriches data to support the program's ability to give consumers accurate, up to date, and clinically valid guidance on selecting foods.

January 2024

Award Date

Linda Riddell
Chief Data Scientist
Validation Institute

Vidar Jorgensen
Chief Executive Officer
Validation Institute



About Validation Institute

FoodMed Certified, a Validation Institute (VI) program, vets and verifies the effectiveness of nutritional programs and tools that enable individuals and employers to manage their health and healthcare solutions. By leveraging VI's validation process for its Food is Medicine program, FoodMed Certified brings transparency to the market by delivering unbiased insights into effective nutritional programs. Validation Institute is a membership organization comprising healthcare vendors, benefits advisors, and managers that offers unbiased, data-driven insights on healthcare solutions and services to drive transparency and cost-savings.

This approach highlights the significance of utilizing data-driven solutions to bring about positive change and encourage healthy habits.

Validation Institute is a professional community that advocates for organizations and approaches that deliver better health value - stronger health outcomes at lower cost. We connect, train, and certify health care purchasers, and we validate and connect providers delivering superior results. Founded in 2014, the mission of the organization has consistently been to help provide transparency to buyers of health care.

