Survey Suggests a Simple Beverage Swap Can Inspire Healthier Habits Among Seniors

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A survey of Alignment Health Plan members found that a healthier everyday alternative increased motivation to make positive lifestyle choices and left members feeling cared for by their health plan

ORANGE, Calif., Nov. 10, 2026 (GLOBE NEWSWIRE) -- Alignment Health and OLIPOP commissioned a survey of Alignment Health Plan members to better understand how a simple beverage swap could encourage healthier choices. After receiving a complimentary pack of OLIPOP, a functional soda brand offering an alternative to traditional soda that is high in fiber and 2 to 5 grams of sugar, 76% of respondents said they were much more likely to take additional healthy actions, while 74% said they were much more likely to choose OLIPOP over a traditional sugary beverage.

Made with a blend of prebiotic plant fibers and botanicals, OLIPOP makes a simple swap for consumers looking to make healthier everyday choices. The findings suggest that small, positive experiences can help encourage interest in healthier behaviors while reinforcing members' connection to their health plan. These results are particularly relevant for Medicare Advantage (MA) populations, many of whom are managing multiple chronic conditions. A 2025 study published in *Annals of Internal Medicine* found that one-third of MA beneficiaries have diabetes, approximately 70% have hypertension, and more than 40% have obesity.

Approximately 1,100 Alignment Health Plan Heart and Diabetes C-SNP members in California who identified themselves as soda drinkers, received a complimentary pack of OLIPOP soda in June 2026 and were invited to share feedback through a survey. Researchers examined whether introducing a healthier beverage alternative influenced participants' wellness perceptions, future health intentions and views of their health plan. As one 68-year-old participant put it, “Getting this shipment [of OLIPOP] was like getting a little nudge.”

Key Findings:

- More than half of participants, 52%, reported noticing positive changes associated with drinking OLIPOP, and none reported negative changes.
- 78% said the program demonstrated that Alignment cares about their health to a great extent.
- 74% said they were much more likely to choose OLIPOP instead of a regular sugary beverage in the future.
- In follow-up interviews, participants pointed to three elements for wellness programs that stick: restoring joy in things they may have given up for health reasons, making healthy choices easier and offering support that feels personal.

“Putting the senior first means caring for the whole person, and that care doesn't begin and end in a physician's office,” said Dawn Maroney, president of Alignment Health and CEO of Alignment Health Plan. “Something as simple as helping a member feel seen and cared for can have a meaningful impact. When we make healthy choices easier, more engaging and part of everyday life, we're helping seniors take a more active role in their health so they can feel their best and enjoy what matters most to them.”

“At OLIPOP, our mission has always been to positively impact consumer health at scale, and we believe one of the best ways to do that is by meeting people where they are,” said Ben Goodwin, Founder, Executive Chair and Head of Innovation of OLIPOP. “From the beginning, we set out to create a kind of Trojan horse for better choices, delivering the nostalgic soda experience people love while making healthier options more approachable. Working with healthcare organizations like Alignment Health to make OLIPOP more accessible is exactly the kind of opportunity we envisioned when we started the company. It's exciting to see that vision come to life and find new ways to reach more communities to make a meaningful difference.”

The research was conducted by an independent third-party research firm on behalf of Alignment Health and OLIPOP. The study included 82 Alignment Health Plan members who completed the survey, eight of whom took part in follow-up interviews. The findings underscore how everyday choices can create meaningful moments of engagement and help make health and wellness feel more accessible.

About Alignment Health
Alignment Health is championing a new path in senior care that empowers members to age well and live their most vibrant lives. A consumer brand name of Alignment Healthcare (NASDAQ: ALHC), Alignment Health’s mission-focused team makes high-quality, low-cost care a reality for its Medicare Advantage members every day. Based in California, the company partners with nationally recognized and trusted local providers to deliver coordinated care, powered by its customized care model, 24/7 concierge care team and purpose-built technology, AVA®. As it expands its offerings and grows its national footprint, Alignment upholds its core values of leading with a serving heart and putting the senior first. For more information, visit www.alignmenthealth.com.

About OLIPOP
Launched in 2018, OLIPOP created the first healthy alternative to soda with 2-5 grams of sugar and high fiber. OLIPOP, now the number one functional soda brand in dollar volume and velocity, was formulated by Founder, Ben Goodwin, and a team of leading scientists to capture the nostalgic soda flavors you want, but with functional ingredients to support digestive health. OLIPOP is available in a variety of flavors including classic options like Vintage Cola, Classic Root Beer and Lemon Lime and innovative flavors like Strawberry Vanilla, Raspberry Sherbet, and Crisp Apple. OLIPOP is non-GMO, vegan, and gluten-free and is available online at www.drinkolipop.com as well as in over 65,000 retail doors nationwide, including Target, Walmart, Whole Foods, Kroger and more.

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