



Experts: Low Protein and Malnutrition Threaten Seniors' Health — New Home Care-Funded Options Launched

An Adelaide founder turns personal experience into a national solution, helping older Australians access nutrition support fully funded through their Home Care Package

Malnutrition and low protein intake are silent but growing threats to the health of older Australians living at home. Despite support being available through government-funded care, many seniors — and their families — remain unaware of their options, or face delays trying to access them.

Adelaide-based entrepreneur **Andrew Martin** experienced this firsthand when trying to support his own mother's nutrition needs.

"Mum wasn't eating properly anymore. She was skipping meals and losing weight. I thought help would be simple — but accessing nutrition support through her Home Care Package was frustrating, slow and unclear," says Martin.

From Personal Frustration to National Solution

When Martin tried to organise nutrition support for his mother through her Home Care Package, he ran into roadblock after roadblock — challenges faced by thousands of Australian families every year.

"First, we were told she needed to see a dietitian in person — but there was a three-month wait just for an appointment."

Even after getting the referral, they discovered most available products didn't meet Home Care Package requirements, which state that only **Foods for Special Medical Purposes** can be funded.

"Then came the most frustrating part — we had to buy the products upfront from a pharmacy, submit invoices manually, and wait weeks to be reimbursed. It was confusing and expensive."

Eat Well Health was built to remove these barriers.

The service now offers:

- **Free online screening and telehealth dietitian access**
- **Products that meet Home Care Package funding guidelines**
- **Direct-to-door delivery, billed straight to the provider — no out-of-pocket payment required**

"We've streamlined everything so families can focus on care — not red tape," says Martin.

Screening First, Then Support

To ensure older Australians get the right help, Eat Well Health developed a **simple online nutrition screening assessment**, guided by its team of consulting dietitians.

The tool helps identify whether a person may be at risk of malnutrition — and where needed, recommends products designed to **supplement daily meals** and improve overall intake. If someone is assessed as malnourished or at risk, the platform also encourages them to **seek professional advice from a specialist dietitian**.

"We don't just ship products," says Martin. *"We start with screening and support the right level of care — including professional dietetic input where appropriate."*

It's easy for **family members to complete the free screening tool with their parent** to see if additional support may be needed. There's **no obligation**, and a personalised assessment is **delivered by email**. From there, family can continue to play an active role in supporting their loved one through Eat Well Health's **secure online portal**.

About the Products

Eat Well Health's product range includes:

- **Complete Nutrition** – an all-natural, dietitian-formulated **meal replacement shake**, designed to provide balanced energy, protein, and essential nutrients to support healthy weight, strength, and appetite.
- **Protein Powder for Seniors** – a gentle, easy-to-digest protein supplement tailored to help older adults meet daily protein needs, which are often unmet even in those not classified as malnourished.

Both products are **designed to meet Home Care Package funding criteria** and are intended to **supplement daily meals**, not replace them. They require **minimal preparation** — just mix with water or milk — and are suitable for a wide range of dietary needs.

"Even when someone isn't technically malnourished, it's common for seniors to not get enough protein, which can lead to weakness, falls, and loss of independence," says Martin.

How It Works

1. **Client or family completes the online nutrition screening form**
2. **Eat Well Health's dietitians recommend suitable nutrition support options**
3. **With client consent, Eat Well Health liaises directly with the care provider**
4. **Products are delivered direct to the client**
5. **The costs are invoiced directly to the Home Care provider, making it fully funded under the client's package**

Supporting Dignity, Independence, and Better Health at Home

"Older people want to live independently — but if they're not eating enough, everything else starts to unravel," says Martin.

"We're here to make sure nutrition doesn't fall through the cracks — and that help is actually accessible."

Real Stories, Real Outcomes

One daughter shared:

"Mum's Home Care coordinator suggested trying the nutrition shakes. She's now having one every morning — and it's made a huge difference. I feel so much better knowing she's getting the nutrition she needs — and with the online portal, I can keep track and stay involved in her care."

A support coordinator said:

"It's one of the few supports we can set up quickly that actually helps. Families are relieved, and clients often start feeling better within a week or two."

An older client added:

"I still want to live at home, but I just don't have the energy I used to. Having the shakes gives me something easy — I can manage it on my own," said 82-year-old Margaret, a Home Care Package recipient from South Australia.

To Access the Screening Tool or Learn More:

 <https://eatwellhealth.com.au/pages/home-care-client>

Contacts

Contact Andrew Martin on 0424179548 or by email at andrew@eatwellhealth.com.au
Book a time for a video call - <https://meetings-na2.hubspot.com/andrew-martin>