

Heroic Health launches its rural health transformation by building an army of Influencers and Owners of their health, education and economics

With an estimated health, education and economic ROI of 20x for every \$1 invested in these families, we can reverse chronic disease.

Columbus, Ohio (Sept 10, 2025) – In order to fix the health crisis, we need to implement real change – a real transformation of how people are acting – and this starts when kids are young.

“We have spent over a decade finding the right balance of technology and humans – hi-tech and hi-touch”, states Scott Dow, President of Heroic Health, “From the data we’re seeing over the past few years, we can now confidently say that we’ve found the right mix that is not only effective, but is scalable”.



The healthcare system is broken and especially in the rural areas. Heroic Health identifies the critical players in a family’s life – the parent, grandparent, sibling, subject matter experts (teacher, medical professionals) and business – all surrounding the child. This “triad” is critical to the success of that family today and in the future.

These critical participants are all be brought together with the Heroic Learning and connection platform – a family/kid-driven, game-based, and AI powered life-skills learning platform that is extremely accessible and scalable. Not only are we improving the health of families, but we’re also improving their education and prosperity – they are all linked.

This is how technology delivers the education, hope, motivation and connection required to change behaviors and become the healthiest, smartest, hardest-working and most character-driven kids/family on the planet.

Heroic Health and its partners implement the following:

1. Educate kids and families early on how to develop healthy habits,
2. Work with the “Heroic Triad” – the family, the subject matter experts and the business community,
3. Implement the right mix of technology and humans,
4. Extreme scalability – works for 1 person the same as it does for 1 million.

Working with the following solution partners – Heroic Health can now guarantee results.

1. Heroic Learning (www.heroiclearning.com) – “With over a decade and over 10 million students under our belts teaching the upcoming generation and their families the critical life skills of success – we have the data and are now ready to scale globally and use education to fix the big issues like the healthcare crisis”, states Dr Tom Reed, VP Learning.
2. Heroic Diabetes (www.heroicdiabetes.com) – “We launched 1.5 yrs ago as the first Heroic foray into the health industry, and were recognized as a top innovator in the diabetes industry by the American Diabetes Association last year”, states Jaren Smith, President of Heroic Diabetes. “We are now an official Diabetes Self Management Education provider with all of the education gamified in the Heroic Learning platform and able to bill directly to health insurance providers”.
3. Heroic Farms (<https://heroicgameday.com/heroic-farms/>) – “We have proven that kids love to learn about food and health by learning how to grow”, states Hannah Dow, President of Heroic Farms, “We have integrated this powerful at home game’n grow experience into the game and created an effective and scalable virtual and real world tool for learning about and being healthy”.

This is how the news media says it's been working so far - <https://www.youtube.com/watch?v=kfwLc4SPjJo>

THE NUMBERS:

- It is estimated that 85% of the \$4 trillion healthcare bill every year is due to chronic illness – much of which is preventable with lifestyle changes – especially at an early age,
- Diabetes is a big contributing factor to that cost, currently only about 5% of the kids with Type 1 diabetes get properly trained how to manage their disease,
- People think that most education happens in the classroom. The truth is only about 15% of a child's learning time in the year is spent in the classroom. About 85% of a child's learning happens outside a structured classroom (and this number is even higher for adults),
- All that is required of the child is to play the game for at least 23 mins per day and their life will change. The family members and subject matter experts just need to "check in" and respond on a regular basis,
- 60% of the voters are directly connected to a K-12 student and are acting on the hope that their efforts and sacrifice will provide a better future for that child – most families will vote for their kid's opportunity over party,
- The kids who are learning to earn the Heroky tokens, will also have ownership (50-90% of non-voting equity) of Heroic Learning as well as other things like a laptop, swag and other items,
- The old model of teaching with one teacher taking care of 20-30 students needs to scale. By using technology such as game-based learning and AI, we can empower one teacher/subject matter expert to manage 10,000 kids and their families,
- There is an estimated health, education and economic ROI of 20x for every \$1 invested.

The program is funded by existing Title 1 and Medicare dollars and costs less than less effective programming.

The ROI – approximately 20x:

- Health – estimated 7x ROI for every dollar invested in health education and prevention of chronic disease for kids and family members.
- Education – estimated 6x ROI for every dollar invested at an early age to ensure that child is proficient in reading, math, life-skills and becomes a positive influence in the community.
- Economics – estimated 7x ROI on the influence of that child on the adults around him/her – the positive energy of a successful child that motivates adults to do the same – a potential job creator and leader in the community.

ABOUT HEROIC HEALTH

Heroic Health is a healthcare spinoff of Heroic Learning Inc – the company that has developed the Heroic kid/family driven, game-based, AI and tokenized life-skills learning platform and has served over 10 million K-6 students during that time. The Heroic companies have figured out the right mix of technology and human interaction, and the data that is generated proves this out. The Heroic Health mission is to work with families to help them become the healthiest, smartest, hardest-working and more character driven kids and adults on the planet.

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