

PRNewsChannel.com

## Healthy meal planning program launches upgrade designed for dieticians, physicians

September 07, 2010 - [mealeasy.com](http://mealeasy.com)

---

NOVA SCOTIA, Canada / MealEasy®, long a leader in making healthy meal planning solutions available to millions of people throughout North America, is taking innovative to the next level. MealEasy's new professional software will bring the same affordable, intuitive and step-by-step healthy meal plans to the health and wellness sector, giving dieticians, physicians, naturopaths, and nutritionists the opportunity to help their clients and patients plan the healthiest meals possible, the company announced today.

The goals for MealEasy and these health professionals have long been one and the same: to help people make smarter, healthier decisions and to improve their quality of life. Since its founding, MealEasy has worked with diabetics, heart patients, people with severe food allergies, or those having other common dietary needs, giving them control over their food choices with many options when it comes to developing daily healthy meal plans. The company's [new professional software](#), however, now goes a step further and includes dieticians, nutritionists, naturopaths and other health professionals in the client meal planning process.

"What we've done is made it easier for them to not only do their jobs, but to do their jobs more effectively, taking healthcare services to their clients or patients to the next level," says George Borovan, the founder and CEO of MealEasy's parent company, Noviden Technologies, Inc. "Our new [MealEasy Professional software](#) gives professionals more control over their patient's meals, gives patients the peace of mind of knowing their meals have their health professional's approval, and it gives us as a company a better opportunity to help people live healthier lives. It's a win-win-win for the health professional, the patient, and for us."

MealEasy's new professional software actually came about as the result of a special request from a dietician who was looking for better oversight of meal planning process for his clients. Borovan and his team of software engineers got to work on developing a way to give the dietician access to his clients' meal planner account so they could modify their meals as he deemed necessary.

"The new MealEasy Professional software enables the health professional to maintain their connection with the client or patient long after they've left their office," says Borovan. "It can be a kind of safety net for their healthy eating program that helps take the guesswork out of the meal planning process for patients who need to make the healthiest possible choices for themselves."

At no cost to the health professional, MealEasy will provide a customized administrative website for the clinic or practice to manage their client's meal plans. From there, the professional will, with their patient's consent, be able to view their patients meal plan. As a personalized feature, the clinic's logo will be visible on all pages, giving the patient the comfort and a piece of mind of a complete and healthy meal planning experience.

For more information about MealEasy and its new professional software, please contact the company at [info@mealeasy.com](mailto:info@mealeasy.com).

**About Noviden Technologies, Inc.:** [Noviden Technologies, Inc.](#), is a private software development company located in Halifax, Nova Scotia, Canada. Since its inception in 2005, the company has focused on creating the healthiest and most user-friendly meal planning solution available. The company maintains a state of the art development lab, its own custom designed test kitchen, administrative and conference facilities, and an onsite and offsite network and server infrastructure to support the development, maintenance, and high performance hosting of MealEasy.com.

**About MealEasy:** MealEasy is a first-class [meal planning solution](#) giving users step-by-step instructions on how to create easy healthy meals from scratch. Customers can choose between five healthy meal plans, depending upon their dietary needs and overall nutrition goals: the Balanced Meal Plan, the Vegetarian Meal Plan, the Heart Healthy Meal Plan, the Diabetic Meal Plan, and the Gluten Free Meal Plan. The innovative software walks customers through every step of the meal making process, even helping customers create a grocery list and saves money in the process. MealEasy® offers more than 1,500 quick and easy meals; most of which are ready in 30 minutes or less.

**Contact:**

George Borovan  
Email: [info@mealeasy.com](mailto:info@mealeasy.com)  
Phone: (888) 799-6325  
Web: [www.MealEasy.com](http://www.MealEasy.com)

---

PRNewsChannel

<http://www.prnewschannel.com/>