Company Overview

Memix is answering the charge to innovating the way we develop and encourage healthy habits in children through technology solutions. Founded by Dr. Tanja Kral of Penn Nursing, Memix’s first mobile app focuses on developing an interactive platform that promotes healthy eating in children with autism spectrum disorder.

Problem

In the United States, 1 in 3 children and adolescents are considered overweight or obese – a troubling number, especially as this puts children at high risk for adverse health outcomes including cardiovascular disease, type 2 diabetes, and certain forms of cancer. As a result, it is critical that we identify effective intervention tools that promote healthy eating and growth patterns in children.

Autism spectrum disorder (ASD) is one of the fastest-growing developmental disabilities in the United States, affecting over two million individuals in the U.S. and tens of millions worldwide. Youth with developmental disabilities, including those with ASD, are disproportionately affected by obesity when compared to youth not impacted by ASD.

Parents often find feeding children healthy food can be difficult as it is – and doing the same with children who have ASD poses even more everyday challenges at mealtime. We’re answering the call to develop innovative tools that caregivers can use to improve their children’s food choices, potentially increasing the quality of life and lowering the cost of care for families impacted by ASD.

Solution

The use of mobile technology is rapidly increasing in children across all age groups, including those with ASD. By incorporating behavior change strategies that have been empirically tested in prior pediatric nutrition research studies, Memix’s technologies have the potential to actively promote healthy eating in children. As a result, we believe this innovative, evidence-based app may offer new and powerful targets for intervention in the fight against childhood obesity.

Team Information

Dr. Tanja Kral (founder) is an Associate Professor in the School of Nursing at the University of Pennsylvania. Her NIH-funded research focuses on the cognitive, sensory, and nutritional controls of appetite and eating in children and adults and their relevance to obesity.