

Can you put twenty years of listening into an app?

A food plan is one thing. Understanding the person using it is another.

01 · SYNOPSIS

When Monique and Stacey Key built meforme™, they faced a question: how do you carry the experience of a consulting room into someone's everyday life? Monique shares the choices, tensions and lessons behind turning a practitioner's method into a digital health program.

02 · AUDIENCE RELEVANCE

Founder podcasts, digital health events and innovation panels.

03 · DISCUSSION POINTS

- What years of listening reveal that a food plan alone cannot capture.
- What needed to travel beyond the appointment.
- Building with a co-founder who brings a different set of skills.

04 · SUGGESTED HOST QUESTIONS

- What did Monique want to preserve from private practice?
- What could not simply be copied into an app?
- How do Monique and Stacey's roles complement each other?
- What does it mean to translate a clinical method into digital health?
- What does useful support look like outside an appointment?

05 · INTENDED AUDIENCE OUTCOMES

- A grounded founder story with accurate co-founder roles.
- Insight into translation rather than unsupported scale claims.
- A clear link between practitioner experience and digital health design.

ABOUT MONIQUE

Monique Etkind is an Accredited Practising Dietitian, speaker and co-founder of meforme™. With more than twenty years in private practice, she explores the often unspoken relationship between food, everyday habits and self-confidence. Her approach is warm, candid and practical. Her philosophy: steady is a skill.

06 · BOOKING CONTACT

Media and speaking enquiries: moniqueetkind.com/contact (choose "Media and speaking").