

PARTNER PROFILE

Client is a wellness programming department serving the workforce of a US government agency. Its employees are encouraged to participate in health and wellness initiatives designed to increase retention and job satisfaction while decreasing chronic disease risk as well as healthcare spending.

THE PROBLEM

The majority of the workforce perform desk jobs, are generally overworked, and are at relatively high risk for chronic disease. The client needs a judgment-free, scientifically valid nutrition wellness solution that provides not only the right user experience, but also the right measurement opportunity as outcomes improve over time.

THE WORKFLOW

Employees are asked to take the Diet ID Assessment, set goals, and participate in the weekly Healthy Eating Microchallenges. They have access to educational content and motivational support provided by Diet ID.

WHY CHOOSE DIET ID?

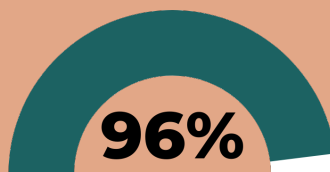
- ✓ Provides scientifically valid metrics on diet quality
- ✓ Flexible, judgment-free, frictionless experience designed to work for a diverse population
- ✓ Plans are personalized and adapt over time
- ✓ Easy to implement

USER DATA

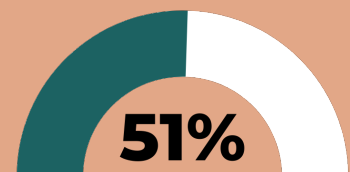
Engagement



280
Participants



96%
Assessment
Completion Rate



51%
Challenge
Activation Rate

Audience Profile



6.15
out of 10



65.4
out of 100



36 Years



29
(overweight)



57%

SUMMARY OF IMPACT

| | |
|---|-------------|
| Improvement in Diet Quality among entire population: | 5% |
| Improvement in Diet Quality among challenge participants: | 10% |
| Average weight loss among challenge participants: | -3.3 pounds |

PROJECTED ROI OF USING DIET ID IN THIS POPULATION

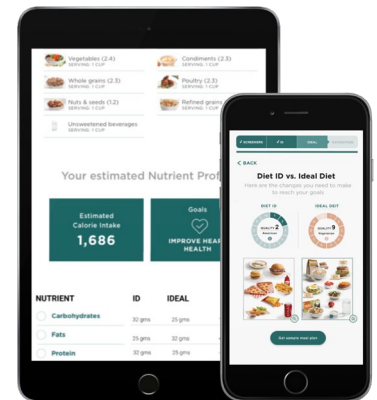
\$87,118

Annual Savings

<6 months

Time to Achieve ROI

Change in Diet Quality is the **primary driver** of improvement in health outcomes, cost savings, and quality of life. Every 10-point increase in diet quality (on a 100-point scale) results in at least a **10% reduction** in the incidence of chronic disease. The Diet ID data provides insights into risk for future disease, both at the **individual level and at scale**, allowing employers to project future changes and track improvement over time. The data can also rapidly measure efficacy of interventions and project cost savings well before the typical 2-year timeline to track ROI using claims data.



“The association of diet quality to major health outcomes is well established. This effort highlights the potential to save both lives and dollars with interventions that achieve even modest improvements in dietary intake patterns.” - **Dr. Walter Willett, Professor of Epidemiology and Nutrition at Harvard T.H. Chan School of Public Health and Professor of Medicine at Harvard Medical School**



“Diet ID makes disease prevention possible at scale because we make it frictionless to measure and manage the most important leading indicator of health outcomes—diet quality. In working with several large employers, Diet ID has redefined the standard of ROI measurement for wellness. By using Diet Quality as a KPI instead of just soft engagement metrics, Diet ID can help our partners realize significant, hard cost savings.” - **Dr. David L. Katz, MD, MPH**