

## PARTNER PROFILE

Our partner is a leading self-insured employer with over 3,000 staff across the United States. This partner has a robust, holistic wellness platform, and needed an evidence-based, engaging nutrition solution that was fully embedded in their wellness platform.

## THE PROBLEM

Dietary risk factors are the leading cause of chronic disease and premature death. Most of the partner's population is desk-bound and sedentary. Much of their wellness offerings were focused on physical activity, resulting in little impact on nutrition quality and risk reduction.

## THE WORKFLOW

Diet ID's assessment, goal setting, and daily challenges modules were fully embedded in the partner's wellness platform, creating a unified nutrition experience. Assessments were conducted at the beginning of each year to understand risk cohorts and impact of nutrition programming.

## WHY CHOOSE DIET ID?

- ✓ Evidence-based, personalized nutrition guidance
- ✓ Flexible, judgment-free, frictionless experience designed to work for a diverse population
- ✓ Embeddable within comprehensive wellness platform for seamless user experience

## RESULTS

Engagement

**98%**

Assessment Completion Rate

**86%**

Population engagement rate

**81%**

Daily challenge activation rate

Impact

**5.1**

out of 10

227 days

**6.3**

out of 10

Starting Diet Quality Score for those with < Q8 ID

Ending Diet Quality Score for those with < Q8 ID

***This change in Diet Quality aligns with a 24% reduction in risk of developing chronic diseases.***

## SUMMARY OF IMPACT

Improvement in Diet Quality among entire population:

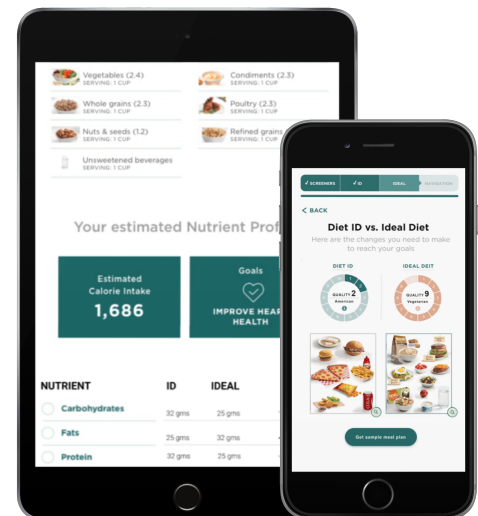
1.1 Tiers

### PROJECTED ROI OF USING DIET ID IN THIS POPULATION

# \$1,078,082

Annual Savings for  
3,000 participants

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**

