

PARTNER PROFILE

Our partner is one of the largest hospitals in Florida, employing more than 8,000 team members and serving more than a half million patients per year. Like other health systems and industries, its workforce has a high prevalence of lifestyle-related health risks. Staff are committed to supporting efforts toward optimizing the health and well-being of their team members.

THE PROBLEM

Poor diet quality is the leading contributor to poor health outcomes. Across the disease continuum, improved diet quality can prevent, manage and even reverse disease. Improved diet quality also improves sleep, energy levels and overall well-being. Diet quality is an upstream metric that enables employers to assess and provide personalized nutrition support across their entire population with ease.

THE WORKFLOW

Our partner integrated Diet ID through Virgin Pulse, a comprehensive health and wellbeing platform accessible to all team members and physicians. Multi-channel communications informed employees about access to Diet ID. Employees were incentivized via “Pulse Points” to register with Diet ID as well as to complete Diet ID activities, challenges, and events. The ease of implementation resulted in achieving the annual target engagement rate in just six weeks!

WHY CHOOSE DIET ID?

- ✓ Evidence-based, personalized nutrition guidance
- ✓ Flexible, culturally sensitive experience designed for diverse populations.
- ✓ Embedded within comprehensive wellness platform for seamless user experience.

RESULTS

Engagement

97%

Assessment Completion Rate

25%

Population Engagement Rate

54%

Activation Rate for Daily Challenges (over 5,000 challenges completed)

Impact

6.4

out of 10

Starting Diet Quality

> 30 days between assessment

6.8

out of 10

Ending Diet Quality

*This change in diet quality represents a **4% improvement**. Those who began with low diet quality and elevated BMI experienced a **12% improvement**.*

41% of participants lost weight with an 11-pound average weight loss.

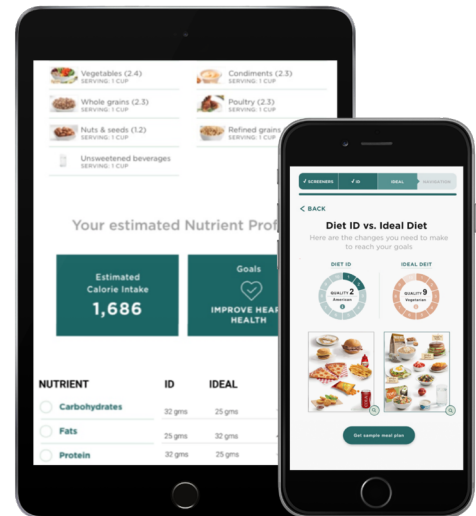
SUMMARY OF IMPACT

PROJECTED ROI OF USING DIET ID IN THIS POPULATION

\$350,540

Annual savings across full population

Improvement 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**