

PARTNER PROFILE

Our partner is a leading NGO working with veterans to help them transition to civilian life, develop an active lifestyle, and build better nutrition habits. Physical Health and Wellbeing coaching is one of their core services but had not yet included personalized nutrition guidance as part of the experience.

THE PROBLEM

Dietary risk factors are the leading cause of chronic disease and premature death. This is true for veterans as well, especially when transitioning to a new environment. The NGO's Physical Health and Wellness Coaches needed a way to provide more effective, personalized nutrition guidance to their veterans that was also evidence-based and engaging.

THE WORKFLOW

Diet ID's assessment was used to onboard Veterans into their coaching program. Coaches reviewed the assessment results and personalized nutrition plan to provide tailored guidance. Diet ID's challenges module was used to support daily behavior-change actions. The assessment was repeated at the end of the cohort program to measure efficacy of the nutrition intervention.

WHY CHOOSE DIET ID?

- ✓ Empowers coaches to address nutrition within scope of practice
- ✓ Provides scientifically valid analysis and guidance
- ✓ Flexible, judgment-free, frictionless experience designed to work for a diverse population

RESULTS

Engagement

92%

Assessment Completion Rate

10-15_{min}

Saved per coaching engagement

100%

Coaches agree Diet ID has benefited their counseling

Impact

4.8

out of 10

Starting Diet Quality Score

50 days

7.2

out of 10

Ending Diet Quality Score

This change in Diet Quality aligns with a 24% reduction in risk of developing chronic diseases¹

SUMMARY OF IMPACT

Improvement in Diet Quality among entire population: **2.4 Tiers**

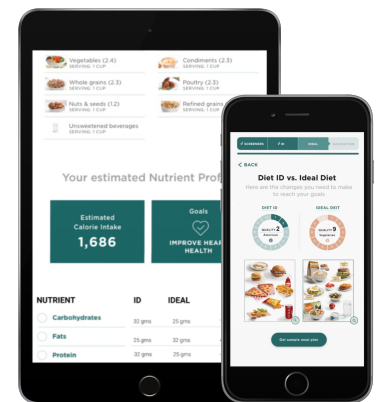
Improvement in BMI: **-0.6**

PROJECTED ROI OF USING DIET ID IN THIS VETERAN COHORT

\$ 86,247

Annual Savings for
66 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 provide insights into future disease risk, both at the individual level and at scale, allowing employers to project future changes and track improvement over time. The data can be used to rapidly measure efficacy of interventions and estimate 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**

