

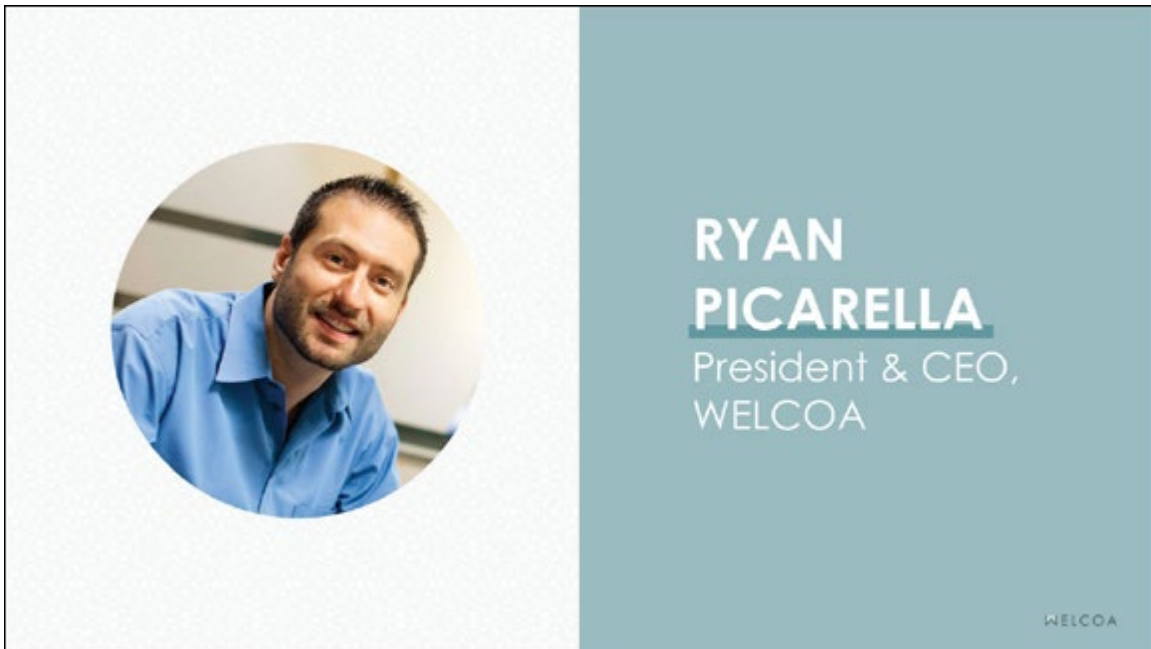
# PPN Webinar – Improving Population Health Outcomes Through Better Nutrition

*Jeremy Doak – Vice President & Co-Founder, NutriSavings*

*Samantha Budwit, RD – Staff RD & Senior Client Partner, NutriSavings*



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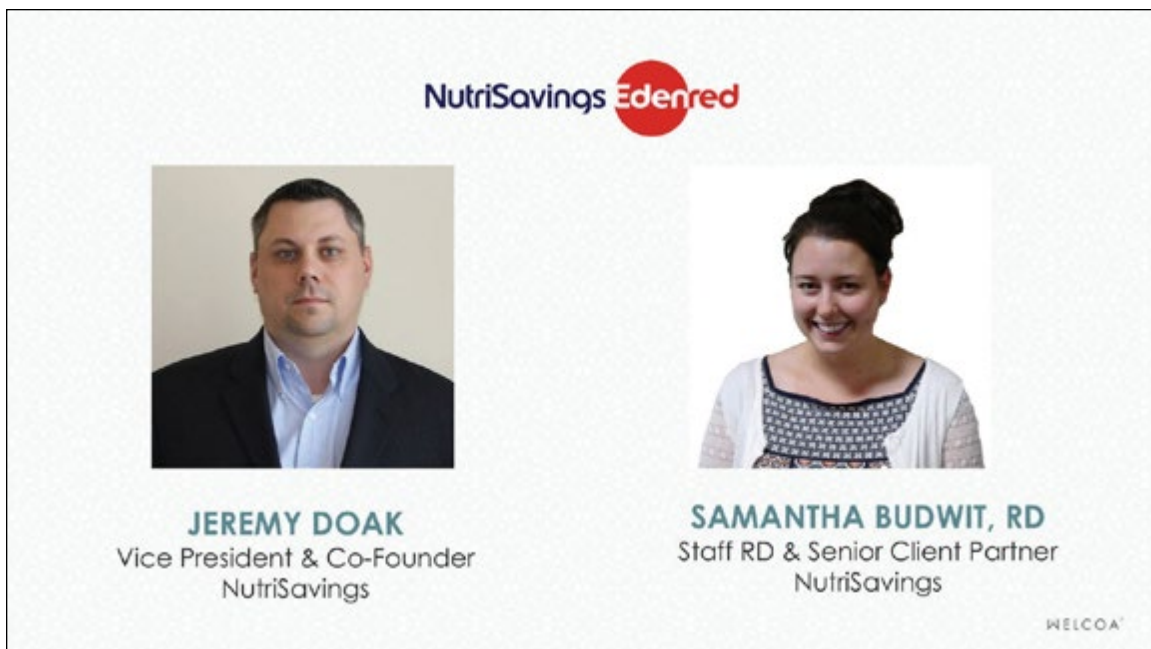
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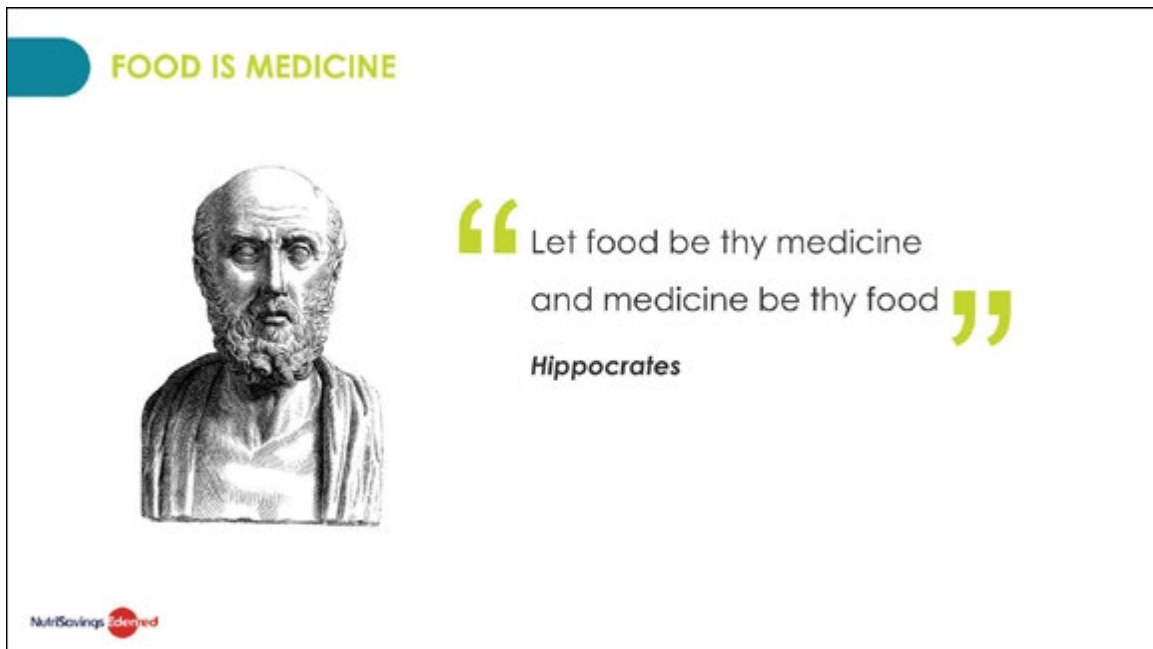
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## PRESENTERS




**Jeremy Doak**  
Vice President & Co-founder  
NutriSavings

Jeremy Doak is a Co-Founder and Vice President of NutriSavings. Before co-founding NutriSavings, Jeremy spent four years working as the VP of Marketing for Edenred, a global benefits provider and current majority owner of NutriSavings.

A self-described serial entrepreneur, Jeremy has worked in a variety of industries including finance, supply chain management and benefits, and has experience in roles focused on development, innovation, marketing and operational management.


Jeremy is a graduate of The University of Rhode Island, and also serves as Board President for Tri-State Survivor, a charity he founded in 2009 to help families facing financial hardship due to catastrophic illness like cancer.



**Samantha Budwit, RD**  
Staff RD & Senior Client Partner  
NutriSavings

Samantha joined NutriSavings in 2014. She holds a Bachelor's of Science in Culinary Nutrition from Johnson and Wales University and a Masters of Public Health from Boston University. Samantha has been a Registered Dietitian since 2012 and enjoys all aspects of nutrition with a main focus on preventing chronic disease through nutrition.

She enjoys developing new recipes that are geared toward various health issues. Samantha has a true passion to help populations, regardless of size, to develop healthy eating habits and making nutrition a fun enjoyable part of life.



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## NUTRITION IN A CLINICAL SETTING

addressing gaps in care to avoid remittance cost



Lack of basic nutrition education



Cost based on economic condition



Support or resources to prepare foods



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**LET'S MEET TOM**  
60 year old male



*"I thought I could avoid it by removing the buns from my cheeseburgers. Well, it takes a little bit more than that."*  
~Tom Hanks  
on his diagnosis with Type 2 Diabetes

**Tom, A Common Scenario**

- An elective procedure leads to notification of undiagnosed chronic conditions brought on by a lifetime of neglecting his health.
- Post surgery Tom will receive great care in the hospital and at a rehab facility, but then what?
- He and his family are now presented with a common problem, learning to change.

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**WHY WOULD A PATIENT NEED A NUTRITION CONSULTATION**  
engaging with the patient and support system

- patient is not eating due to GI track or other reasons
- BMI greater than 40 with co-morbid conditions like hypertension or diabetes
- counseling differs greatly based on condition



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**THE ROLE OF FAMILY**  
support systems make a difference



**Support systems vary and can be professional and personal.**

- It's not only driving to appointments and picking up prescriptions
- It can be monitoring medication adherence or simple help in the kitchen with shopping meal planning and preparation.


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**WHAT DO CLINICAL PROFESSIONALS THINK?**  
bridging the gap from clinical to home life


**Clinical Support**

- In hospital/rehab full-time support
- Outpatient dietitian visits
- Nutrition counseling
- "Eat This Not That"



**Digital Support Post Hospitalization**

- Mobile app brings dietitian to the patient's pocket in the store
- Help identify macro nutrients, and provide alerts on what to look out for
- Give ideas in preparations
- Make healthy eating more affordable

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## ROLE OF REGISTERED DIETITIANS

dual purpose combining science, caring and support



**Senior Client Partner**  
Sam works with employers and health plans to implement the NutriSavings program, provide guidance on incentive budgeting, develop custom engagement plans based on the population and provide ongoing support.

**Staff Registered Dietitian**  
Sam works with the NutriSavings database of over 250,000 food products to ensure accuracy of score and product attributes. She also provides clinical guidance and expertise for scoring algorithm.



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## LAUNCHING NUTRITION BENEFIT PROGRAM

benefits should never come with burdens

**On-boarding**

- 30 to 45 days
- Covers
  - technical & data connection
  - promotion & engagement planning

**Monthly**

- Track wellness themes on a monthly basis, such as National Nutrition Month for the month of March
- Complement the NutriSavings program with client based wellness initiatives throughout the year to boost engagement and well-being of employees



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**DRIVING ENGAGEMENT DOESN'T MEAN MORE BUDGET**  
everyone has to eat

**Extensive Network Of Grocery & Pharmacy Partners**  
Over 30,000 supermarket and pharmacy locations where consumers can shop for food, receive education and be rewarded for making a healthy decision.

**Healthy Eating Doesn't Have To Be Expensive**  
Third party incentives from healthy food manufacturers, growers of produce and supermarkets means little to no out of pocket incentives from the employers.


**Products Which Can Receive Incentives**  
6-8 produce offers available per week and other types of products include dairy products, lean proteins, and products high in whole grains, with an average monthly value of \$45.00.



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**MEASURABLE RESULTS WEIGHT MANAGEMENT**  
tracked by client bio-metric screening

- 5.73% reduction in obese population
- Resulting in a projected savings of \$28,000 annually




**About the case study**

**Challenge**  
Faced with rising costs attributed to chronic conditions caused in part by poor weight management, our client engaged NutriSavings to deliver a new approach to wellness that would touch all employees.

**Intervention**  
Our client implemented the NutriSavings program for all employees. Participation began with a modest 40% and rose to a staggering 83% in just over 12 months.

**Result**  
The benefits of the NutriSavings program became apparent in short order with a 5.73% drop in the obese population, while the growth of the overweight population slowed dramatically.



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## MEASURABLE RESULTS DIABETES

tracked by client bio-metric screening

- ▶ 7% Reduction in pre-diabetic population
- ▶ Resulting in an estimated \$7,900 annual health care savings per employee<sup>1</sup>
- ▶ 21% reduction in hypertensive population
- ▶ Resulting in \$1,900 per employee annual savings



1. <http://www.cdc.gov/diabetes/diabetesatwork/plan/costs.html>

**About the case study**

**Challenge**  
In 2013, chronic conditions including hypertension, coronary artery disease, diabetes, obesity, and asthma accounted for almost 60% of medical claims costs based on claims data analysis. To reduce risk of chronic illnesses, our client needed to target a major cause of the problem.

**Intervention**  
In the winter of 2014, our client engaged us to offer a measurable solution that would encourage employees to eat healthy and reduce chronic illness through proper nutrition habits. The program was simple: help employees shop healthier at the grocery store through relevant nutrition education, and reward them for their healthy shopping behavior.

**Result**  
In a short ten months, purchases of produce, dietary and fiber increased over 10% while the pre-diabetic population decreased by 7% and the hypertensive population decreased by 21%.

**NutriSavings Edenred**

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## FOOD, THE ORIGINAL GENERIC PRESCRIPTION

nutrition is the foundation of good health

**NutriSavings mission is to:**

- ▶ Eliminate aisle confusion when making food purchase decisions
- ▶ Make nutritious food more affordable
- ▶ Increase wellness program participation
- ▶ Be a comprehensive source for nutrition education that is inclusive of alerts for allergies and chronic conditions
- ▶ Deliver measurable change tracked by behavior and bio-metrics



**NutriSavings Edenred**

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**Our gift to you**  
to download copies of the case studies referenced, visit:  
[www.nutrisavings.com/welcoa](http://www.nutrisavings.com/welcoa)

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857-228-1449



**NutriSavings Edenred**


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**TAKE THE EVALUATION**  
**Don't Forget...**

You will receive an evaluation via email in approximately 90 minutes.

Please complete the survey then visit [nutrisavings.com/welcoa](http://nutrisavings.com/welcoa) to download copies of the case studies referenced.

If you have questions, please submit them to WELCOA via email at [webinars@welcoa.org](mailto:webinars@welcoa.org)



**WELCOA**

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