PARTNER PROFILE

Client is a Global Fitness Company with 4.5M members and 4,000 franchised locations in 50 countries. It recently piloted a coaching practice focusing on fitness and healthy eating, which was offered to a subset of its members.

THE PROBLEM

Most of the company's health coaches have limited training in nutrition, but their clients require nutrition guidance. The health coaches needed a tool to measure and assess diet, set goals, identify a personalized goal diet, and provide detailed information to guide individuals to improve their eating habits.

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THE WORKFLOW

Health coach asks client to complete assessment and goal setting before meeting. During first meeting, coach reviews results of nutrition plan. Diet ID provides digital daily coaching based on personalized plan, and coach provides human support.
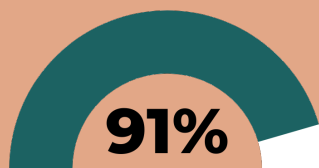
WHY CHOOSE DIET ID?

✓ Empower coaches

✓ Save time

✓ Develop personalized plans and provide daily food and nutrition support

✓ Work with clients at scale

IMPACT
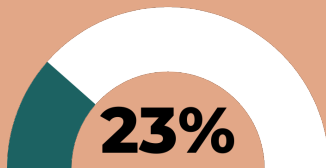
23%
Improvement in Diet Quality

91%
Completion Rate

6 min.
Completion Time

Significant diet quality improvement, with no holiday weight gain

In fact, there was a small average weight loss reported between October and January. This is encouraging, given that the program was piloted during the winter holiday season, a time when most people tend to gain weight.
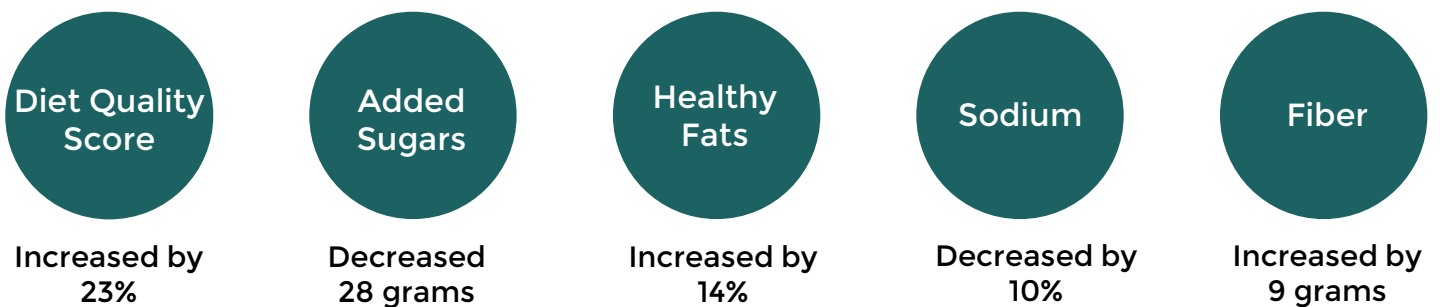
SUMMARY OF VALUE

Empowering Coaches
Health coaches with no formal nutrition training were able to conduct quick, intuitive digital diet assessments and nutrition goal setting. The Diet ID tool provides a complete diet analysis and summary of nutrient and food group intake, details about the goal diet, and a roadmap of changes to make to achieve better nutrition, with results in real time.

Personalized Plans
Members of the fitness chain are committed to better health through both exercise and diet. Personalized nutrition is a significant value-add for members and will lead to improved compliance as well as increased customer loyalty and higher retention rates.

Positive Outcomes
The diet patterns of the coaching clients improved significantly:

Diet Quality Score	Added Sugars	Healthy Fats	Sodium	Fiber
Increased by 23%	Decreased 28 grams	Increased by 14%	Decreased by 10%	Increased by 9 grams

High Completion Rate
Program completion is key to success, and the rate for the Diet ID assessment was 91%. This is crucial because traditional food logs and calorie counting are known drawbacks in health and wellness programs, which impose significant limitations on program success and client satisfaction.

Accuracy
Participants rated the accuracy of their assessment to be, on average, 80%.

Tackling Nutrition At Scale
Diet ID is a scalable tool that facilitates personalized nutrition in an in-person or digital coaching platform. Its flexible data reporting options provide deep insights into outcome metrics and program success among age groups, genders, goals, and locations.

Diet ID™
DIET IS A VITAL SIGN