



Healthy Transformations

How Consumer Insights Are Driving The
Institute for Integrative Nutrition's
Health Coach Training Program

Julie Levine, Director of Market and Consumer Insights

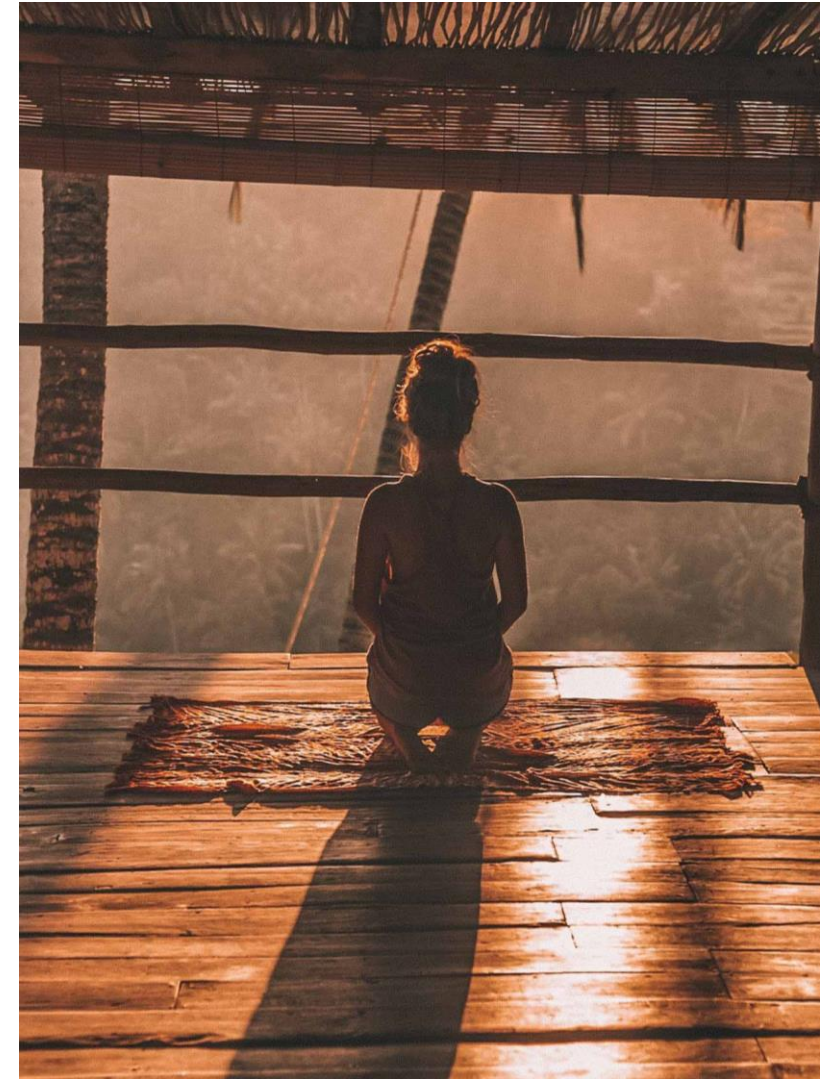


IIN's Mission:

Play a crucial role in improving the health and happiness and through that process, create a ripple effect that transforms the world.

History

The Institute for Integrative Nutrition (IIN) was founded in 1992 by Joshua Rosenthal. Once a small classroom of passionate students in New York City, it is now the largest nutrition school in the world. Through its innovative online learning platform, Integrative Nutrition has provided a global learning experience for ~110,000 students and graduates in over 175 countries worldwide.



WHAT IS A HEALTH COACH?

- Health Coaches fill a vital void in the current healthcare model. Many doctors lack the time and resources to help patients achieve their wellness goals.
- A Health Coach is a wellness authority and supportive mentor who helps clients shift their behavior toward healthier habits. Whatever their goal, Health Coaches support their clients to develop sustainable lifestyle changes.
- By addressing all facets of wellness – relationships, career, physical activity, and spirituality – in addition to diet, Integrative Nutrition Health Coaches take a holistic approach to health and help clients find the unique foods and lifestyles that make them feel their best.





"The world has never needed health coaches more than they do today. The recent pandemic has put a spotlight on the importance of self care, building immunity and strength."

Lynda Cloud
CEO, Integrative Nutrition

Health Crisis

Rates of preventable chronic illnesses are skyrocketing around the world, especially right now during the current global pandemic. There's a huge demand for a new kind of health professional –the Health Coach.

Integrative Nutrition Health Coaches are trained to educate and support people to make lifestyle changes that are sustainable and lead to improved well-being. Health coaching is poised to make a real difference in fighting the global health crisis.



1 in 3 American adults have high blood pressure.¹



70% of deaths worldwide are due to chronic diseases. By 2025, chronic diseases will impact nearly half the U.S. population – that's 164 million Americans.³



10% of the world's population is obese – that's 604 million adults and 108 million children. By 2045, 22% of the world's population is projected to be obese.²



The total cost of chronic disease has increased 87% since 2000, estimated to be \$13 billion annually in the United States.³

¹ Centers for Disease Control (CDC)

² The New England Journal of Medicine

³ FightChronicDisease.org

PERSONAL HEALTH

We Could All Use a Health Coach

Health coaches can give patients the tools they need to improve their own care and well-being, but they aren't widely available.

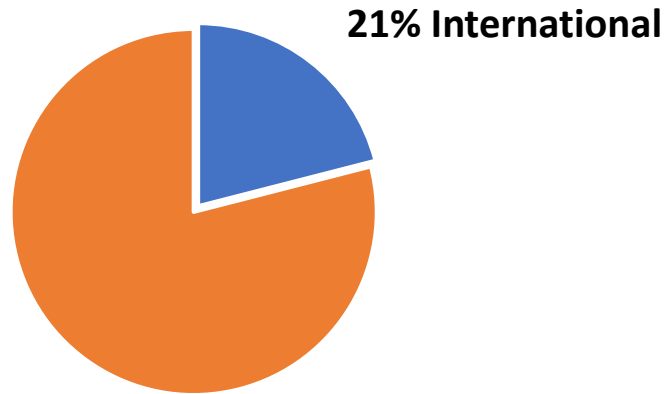


By **Jane E. Brody**

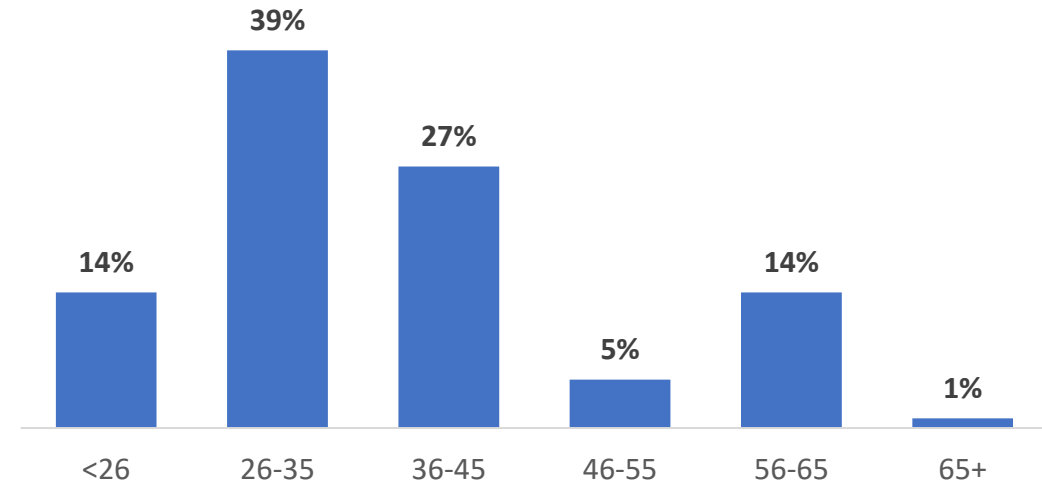
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IIN Student Profile



Age Distribution



➤ **Top 3 Reasons Students Enroll at IIN:**

- Start their own health coaching practice
- Support their personal wellness goals, as well as support others in reaching their goals
- Advance their existing career with more wellness knowledge

➤ **79% of IIN students are working with clients upon graduating.**

- What are our student personas?
- Who are our prospective students?
- How do we connect with our international audience?
- What are our graduates doing?
- What are people saying about health and wellness?
- Who is our competition?
- Who are the thought leaders in our industry?
- How can we improve our offerings?
- What do our students need to succeed?
- What are the overall trends in Health and Wellness, and in Telehealth?



- Community Panel
- Student Advisory Board
- Surveys
- Focus Groups
- In-Depth Interviews
- Social Listening



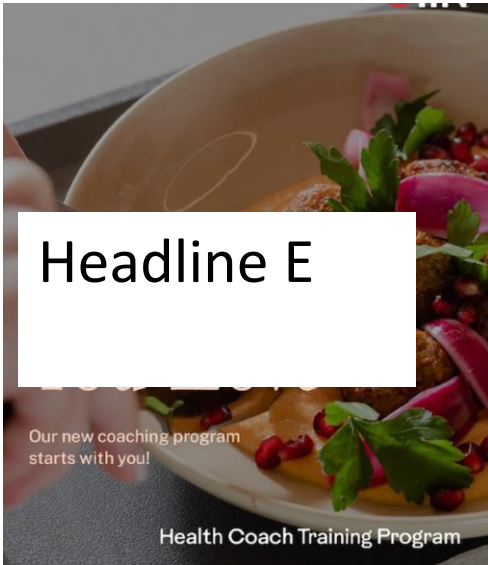


"...advice and YES you can still be a human and eat **French fries** or chips once in a while 🍷🍟 [[@nutritionschool](#)]"

RT @NutritionSchool "You can't be healthy and enjoy french fries." 🚩🚩🚩🚩🚩🚩🚩🚩🚩

Concept E

Lorem dolor sit amet, ipsum dolor sit amet



Concept C

Maecenas porttitor congue massa

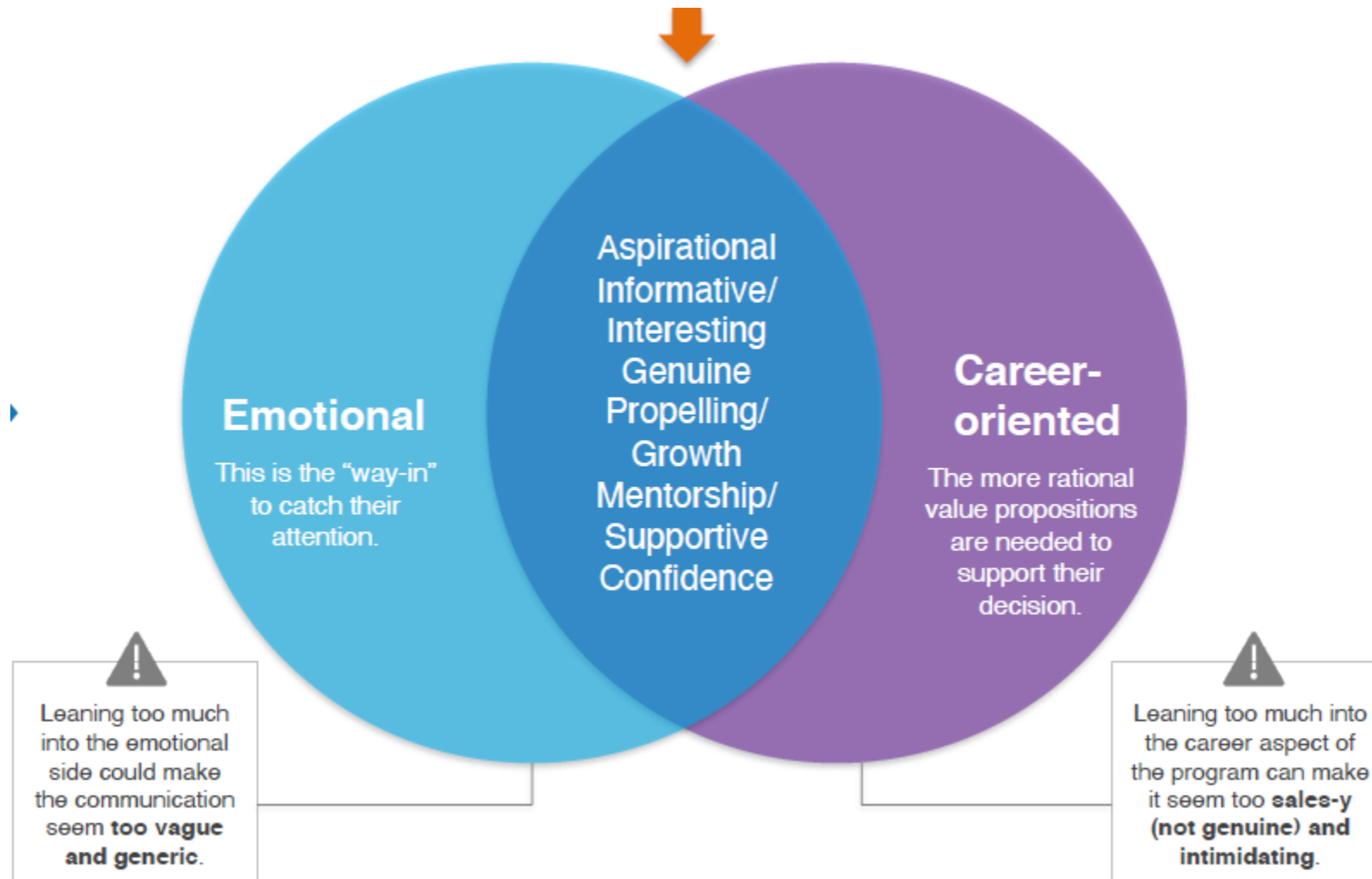


Emotional messaging is what pulls prospects in

Positioning Research

Many prospects are craving a balance between their passion and this being an educational program that could eventually become a career/business

Pulling the strengths of each idea could help build the most motivating message



Key Takeaways

- Health Coaching is gaining recognition
- Home grown communities can be effective
- Emotional messaging pulls people in

Thank You!



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