



NUTRITIONQUEST

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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

National Institutes of Health



National Institutes of Health Commercialization Assistance Program
(NIH-CAP)

Company Profile

Industry Sector: Wellness Intervention

Company Overview: NutritionQuest was founded by Dr. Gladys Block in 1993, initially to provide services to health researchers. While at the National Cancer Institute Dr. Block's landmark research involved the development of valid, user-friendly assessment methods. NutritionQuest is known around the world for questionnaire design and dietary analysis services to nutritional epidemiologists and public health researchers.

Target Market(s): Employers, membership organizations, service providers in related industries (e.g. health care, food service). Individuals.

Key Value Drivers

Technology*: Alive! – A Lifestyle Intervention via Email – is behavior change program focused on increasing physical activity and improving nutrition and overall health. This turn-key program is entirely delivered entirely online.

Competitive Advantage: Compared with other web-based program, Alive has been proven to be effective in creating and supporting behavior changes related to improving patterns of eating and physical activity. Flexible in application, allowing for subscription by individuals and for large group participation through invitation by sponsoring organization (e.g. employer or membership group). Based on solid behavior-change principles – including use of goal-setting and achievement of small steps toward creation of new habits.

Management

Leadership: The corporate team includes Torin Block, Chief Operating Officer, who has led the technical development of the Alive! program. Gladys Block, Senior Scientist, Ph.D, Epidemiology, Johns Hopkins, is professor emerita of Public Health Nutrition and Epidemiology at the University of California, Berkeley. Clifford H. Block, Chief Behavioral Scientist, Ph.D., Cognitive Psychology, Yale, has been the architect of many large-scale programs in health social marketing, education, and the application of new technologies.

Product Pipeline

The “Alive!” Program – as developed and tested with CDC funding in cooperation with Kaiser Permanente of Northern California – is presently being marketed to employers, membership organizations, and service providers, with opportunities for co-branding.

Alive! for Older Workers: Current NIH grant is for continued development of the program, with the cooperation of Kaiser Permanente of Northern California, Stanford University, and Brown University. Changes include: Improving the look and feel of the program to help participants stay interested and motivated. Adding tailoring to improve effectiveness among older workers. Expanding the length of each path to 9 months to help individuals integrate and maintain healthful habits and lifestyle changes. Adding two new contact modes – via tailored print materials and via tailored voice contact -- to enhance program effectiveness. A randomized control trial beginning March 2010 to test whether these new “arms” add significantly to measured outcomes, and if so, whether they are cost effective.