PERSONALIZED NUTRITION
INNOVATION SUMMIT

In Conversation With...

Susan Bratton
CEO & Founder
Savor Health

1 There are numerous definitions of personalized nutrition, what does it mean to you?

Personalized nutrition is the opposite of the one-size-fits-all broad-based dietary recommendations and "rules" that one hears about on the news every time a new study is published. Wine is good for you then its bad for you. Fats are bad for you then they are good for you. The principles of "healthy eating" are based on large population-based studies which, while demonstrating evidence of the benefit of a specific eating pattern, do not take into account the unique clinical and contextual differences of each individual. The "principles of the Mediterranean Diet" are widely promoted in the United States but these principles may need to be modified in order to be clinically appropriate for some individuals. For example, one of the principles of the Mediterranean Diet is consuming whole grains but, for a cancer patient with mouth sores, the coarse nature of whole grain bread or toast could result in mouth pain. While technically appropriate, it would be more appropriate for this patient to avoid whole grain toast and substitute something in its place until the mouth sores are resolved. Similarly, context matters in personalized nutrition. If our goal is to help people eat in a manner that promotes health and wellness, we must promote a diet that they can and will adhere to. The "lean proteins" of the Mediterranean Diet (generally chicken, beef, pork) would not be contextually appropriate for a vegetarian or vegan. An alternative non-meat protein would be more appropriate. So my view of personalized nutrition begins with some basic dietary fundamental principles and then is customized to meet clinical needs and contextual needs and preferences.

Can you briefly describe Savor Health and your vision for personalized nutrition?

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Savor Health is a digital health company that provides personalized nutritional interventions to prevent and manage the symptoms of chronic diseases beginning in oncology. Our AI-based expert system identifies the unique clinical needs, contextual preferences and intent of our users and, based on proprietary clinical decision support algorithms, identifies from our database of over 52,000 proprietary nutrition interventions, the most appropriate intervention for the patient at a specific point in time. Our data driven strategy is to provide personalized nutrition interventions to patients today and aggregate, stratify and analyze clinical outcome data to develop and deliver validated precision nutrition interventions which are incorporated into treatment guidelines as standard of care.

3 How has the personalized nutrition industry changed in the past few years?

The personalized nutrition industry has historically been a cottage industry of "believers" until recently when a confluence of trends created the conditions under which personalized nutrition will be embraced, adopted and paid for. These include: a) the amount of evidence demonstrating the efficacy and affordability of "nutrition as healthcare lever," b) the exhaustion of historical strategies to improve health outcomes and lower health costs, c) the age of the quantified self, d) the consumerization of healthcare, and e) consumer expectations for personalized everything became undeniable. Additionally, powerful and affordable computing and the Cloud support a data-driven scientific approach to validating nutrition as a medical intervention which is essential for medical industry buy-in. Such power and speed enable large amounts of data to be aggregated, analyzed and acted upon at scale. COVID-19 was the catalyst which has accelerated acceptance and adoption of personalized nutrition.

What do you expect it to look like in 5 years time?

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In five years, I think that personalized nutrition for people with chronic medical conditions will be a reimbursed standard of care that is incorporated into treatment guidelines. Given the work that is being done in the field, we have the resources and time frame in which we can validate the impact of nutrition intervention on outcomes in many of these disease states. And we have the ability to improve adherence through "last mile" solutions which make personalized nutrition as easy as a click od a radio button. I expect CPG to jump into the game and begin to reallocate their sizable R&D budgets to developing foods that adhere to the nutrition treatment guidelines and might even be reimbursed. Longer term, nutrition intervention for disease prevention will become a reality but, due to the long tail of this kind of research and the need to follow patients for many years, it will take a long time to truly develop validated personalized nutrition guidelines to prevent chronic diseases. For example, while studies like the Nurses Health Study offer compelling results with respect to recommending "healthy dietary patterns" in a one-size fits all approach to an entire population, true personalized nutrition for prevention will take a long time.

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How are data analytics and artificial intelligence being used to drive the industry forward?

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And lastly, what are you most looking forward to at the Personalized Nutrition Innovation Summit?

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Meeting my fellow "believers" in personalized nutrition who have conducted the high quality research necessary for it to now become widely adopted both in healthcare and consumer and to meet the newcomers to the industry and learn from their unique perspectives and experiences.

Hear from Susan Bratton at the Personalized Nutrition Innovation
Summit, June 28-29

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