

# USE CASE – Targeting solution for at risk patients for supplementation of diet

**Customer: Producer of specialist dietary food supplements**

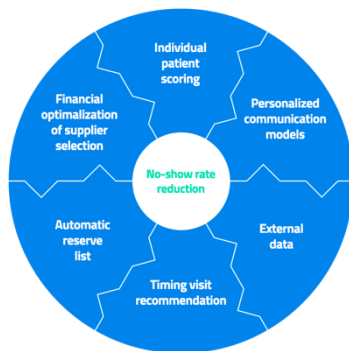
## Challenge:

The connections among nutrition, disease prevention, and maintenance of good health are well established and accepted. However, the proven nutritional requirements associated with common disease states are less well understood by consumers.

Most, if not all, illnesses are associated with underlying nutritional requirements, and meeting these distinctive nutritional needs associated with specific diseases is recognized as an essential therapeutic step. Moreover, many diseases have increased nutritional requirements that cannot be met by normal diet alone, or by merely altering the diet.

The consequences of a nutritional deficiency that has evolved over time can range from structural alterations in tissue to intracellular changes in biochemical function and structure. The nutritional requirements of an individual in a disease state can be considerably different from those of a healthy individual. Recognizing and managing these increased nutritional deficiencies through a range of dietary supplements can support a healthy lifestyle and in some cases can delay medical intervention

## Solution:



- Patient scoring for probability of 'health risk' based on a number of variables: age, gender, diet, risk of chronic disease, previous medical intervention
- Alignment of attributes of specific foods – vegetables and minerals, and their positive potential impact on disease avoidance, slow down or improvement
- Data utilization to support specific use of dietary food supplement within a specific 'at risk community'
- Integration of consumer engagement solution to attract, commit and engage consumers for augmentation of diet in specific disease states

## Impact:

- **30%** increase in target consumer population recruitment

- **Twofold increase** in 'patient value' through using published scientific evidence to support product usage

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