

# Monthly Spotlight Email Series

## Reach Influential Nutrition and Dietetics Professionals



The **Monthly Spotlight** Email Series provides an excellent pathway to increase awareness and knowledge of your product benefits via a stand-alone promotional email to over 31,000 Academy members. Build advocacy by creating compelling content and printable resources to be used by Academy members in their daily practice. 100% of the message content is created by and dedicated to the advertiser's offerings.

## Who Are Academy Members?

### Influence

Registered dietitian nutritionists are everywhere and touch the lives of many. A recent survey from the Academy estimates that RDNs have approximately **260 million** contacts with clients and patients per year. RDNs are a major influence in purchasing, recommending and specifying products and services.

- About 85% of RDNs have direct interactions with clients or patients.
- About 23% of RDNs reported managing a median budget size of \$287,000. About 9% of RDNs report managing budgets of \$500,000 or more.
- 73% of RDNs believe their clients follow their advice closely.

Sources: *Academy RDN Reach and Influence Survey 2021 and Compensation and Benefits Survey of the Dietetics Profession 2019*

### Trust

Physicians, clients, patients, industry and government agencies value and trust the contributions of RDNs.

- RDNs are the most frequently consulted health professionals for nutrition and healthy eating information.<sup>1</sup>
- 77% of global consumers state that advice provided by RDNs impacts the food they buy.<sup>2</sup>
- 79% of health care providers refer their patients to RDNs.<sup>3</sup>

Sources: <sup>1</sup>International Food Information Council (IFIC) Foundation's 2022 Food and Health Survey; <sup>2</sup>Eat Well Global, The Consumer Voice Report: Global Insights on Food, Trust, Nutrition and Influencer, November 2020; <sup>3</sup>Eat Well Global, US Health Care Professionals Survey, June 2022

## Meeting Member Needs

70%

of clients frequently ask about products and services

70%

of RDNs find that recipes are helpful to share with clients

60%

RDNs if provided with coupons “would regularly hand them out”

76%

of RDNs speak to groups/classes about nutrition or food choices

## Professional Association sources like the Academy are favorite sources of information for Health Care Professionals (HCPs).

- HCPs seek credible information sources — the #1 factor when looking for nutrition and health information. Professional Associations like the Academy are found credible by 91% of HCPs.
- 80% of RDNs prefer to hand out printed materials to their patients and clients.

Source: Eat Well Global, US Health Care Professionals Survey, June 2022

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*Otamot was looking to connect with the RDN community in a turnkey, effective way to help introduce our brand, drive event registrations, and increase the number of virtual attendees. The email results were incredible, and something we continue to feel the positive impact of. I can't thank the entire team at the Academy enough for their support and genuine desire to create a successful collaboration. We look forward to the many years ahead together.*

– **Andrew Suzuka, CEO | Otamot Foods**

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## Monthly Spotlight: \$10,000

- Dedicated advertiser email sent to over 31,000 Academy members
- Exclusive monthly opportunity available to one advertiser
- Metrics report capturing nine performance indicators will be provided by the Academy

***This is your opportunity to showcase your offerings to this highly engaged and influential audience.***

To secure this opportunity, contact Jeanine O'Dowd, [jodowd@eatright.org](mailto:jodowd@eatright.org).