FoodMed CERTIFIED

bitewell™

Certification for:
Health Outcomes
Expires October 30, 2025

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Company Profile

Category:	**Health Outcomes**
Website:	https://www.bitewell.com/
Public or Private:	Private
Year Established:	2020
CEO:	Samantha Citro Alexander
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Description Provided by the Company:

bitewell is on a mission to improve the world's health through food. A leader in the food-as-medicine space, **bitewell** developed the FoodHealth Score — a personalized 1 - 100 scoring system that blends nutrition science and technology, helping people quickly see which foods best support their health conditions and goals.

Overview of FoodMed Certification Review Components

Validation Institute's independent review of medical nutrition and food programs guides purchasers on selecting effective, well-designed programs. Programs that earn the Food Med Certified designation will meet the standards shown below.

- Program Foundation – The output, such as guidance to consumers or care plans for medical professionals, is based upon reliable and credible data. Selection of this data is overseen by appropriately licensed and experienced people. In addition, the data must come from recognized, accredited sources; users' data can be used to refine the output over time. The program has systems and procedures managed by competent personnel to ensure this data is accurate and up to date. If the data sources and systems are handled by a contractor, the program must show that the contracts provide for all of the requirements.

- Target Population / Enrollment and Communications – Prospective users are given accurate and reasonable descriptions of the program and its results. The program will report the following:
  - Size of eligible population, if possible.
  - Definition of enrollment (such as minimum number of visits or interactions)
  - Enrollment attrition and cause, such as lack of engagement or loss of eligibility

Overview of FoodMed Certification Review Components

- Program Delivery – The program will demonstrate how it addresses users' barriers to optimal use. Barriers related to Social Determinants of Health and to cultural factors will be addressed. If the end user is a medical professional, then the program could integrate with existing record and workflow systems. If the end user is a consumer, the program needs to show how it accommodates different needs and preferences. The program also must show how it monitors program delivery success.

- Health Outcomes – If health outcomes are part of the program, the program will show how these are measured. Survey tools should generally be validated and be administered in the way they were validated. (Note: Food programs can separately have their health outcomes validated.) The program's website and enrollment materials will show health outcomes based upon a minimum of 12 months of participant data; shorter time periods are allowed for health conditions whose treatment regimens are shorter. Where the outcome is weight loss, 24 months of participant data and post-program data are preferred.

Program Goal

The goal of bitewell's FoodHealth Score is to give people simple, clear guidance on their food choices that will in turn have a proven impact on chronic health conditions, such as high blood pressure, diabetes, and high blood cholesterol.

Program Foundation

For development, the FoodHealth Score used data from National Health and Nutrition Examination Survey data (NHANES) from 2005 to 2018, covering 26,917 people. NHANES is a nationally representative sample of U.S. adults who provide data from a food diary, lab tests, health habits (such as smoking), and personal traits (age, gender, etc.)

Health, diet, and personal data was then analyzed. The diet data was assessed using the Food Patterns Equivalents (FPED) and Food Product Information (FPID) databases. The analysis combined this assessment with the health data to create a score.

Improvement in the FoodHealth Score links to lower health risks and better biometric measures. For example, improvement in the FoodHealth Score by ten points is linked to lowering the total cholesterol to HDL ratio by 0.08 units.
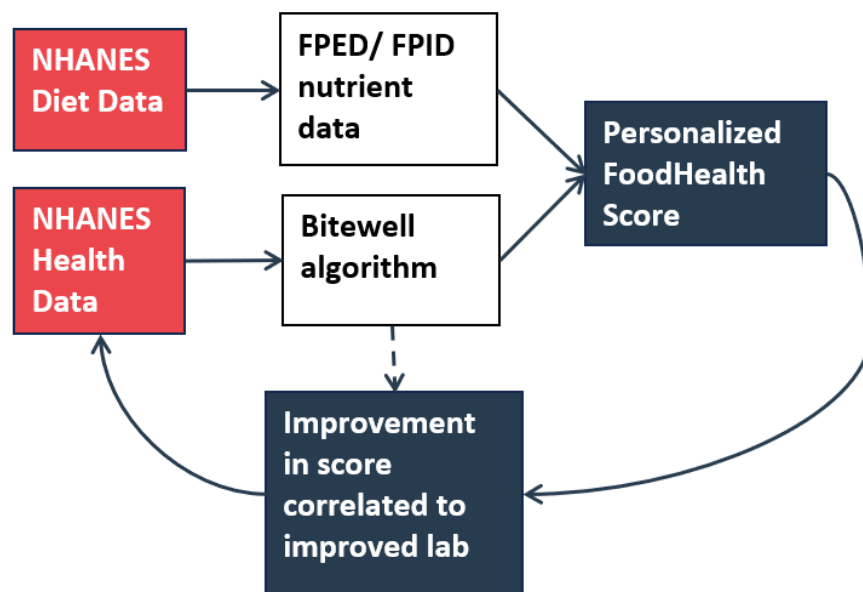
Target Population

Adults who have chronic diet-related health conditions, such as high blood pressure, diabetes, or high cholesterol, will use the FoodHealth Score to find ways to improve their diet and thereby improve their chronic condition. More chronic conditions may be added in the future.

bitewell plans to design data-gathering methods that maximize the value of the FoodHealth Score and keep the data input burden manageable. Further analysis could reveal which personal traits or health habits have the strongest influence on outcomes. For example, race has been shown to impact success from high blood pressure treatment. (Michael Mueller, 2015)

Program enrollment communications were not reviewed.

Program Delivery

The FoodHealth Score is a 1 to 100 scoring system that helps users identify which foods and beverages are best for their health needs based on their health conditions, dietary needs, and dietary preferences.

Health Outcomes

Table 1 summarizes the health outcome improvements associated with a 10-point improvement in the FoodHealth Score. People included in the NHANES data set whose FoodHealth Score was 10 points improved had on average lower blood pressure, for example.

Data on FoodHealth Score users' outcomes will be available after the program is implemented and datasets are compiled.

Health Measure	For every 10 points of FoodHealth Score improvement, measure decreased. . . .
HDL-C (Blood lipids)	1.65 mg
Total cholesterol to HDL ratio	0.08 units
Systolic blood pressure	0.33 mmHg
Diastolic blood pressure	0.53 mmHg
HbA1c (blood glucose)	0.02%
Body Mass Index	0.88 kg/m2
Waist-to-hip ratio	0.01 units

Table 1: Impact of Ten-Point FoodHealth Score improvement

Summary of Results

bitewell's development of the FoodHealth Score used credible data sources and appropriate statistical models. The Score was shown to have a strong link to health outcomes, such as blood pressure and blood glucose (HbA1c). Similar approaches can be used to add more health conditions with data from bitewell users.

Works Cited

1. Michael Mueller, T. S. (2015). Reducing Racial and Ethnic Disparities in Hypertension Prevention and Control: What Will It Take to Translate Research into Practice and Policy? American Journal of Hypertension, 699–716.

PROMOTING THE USE OF FOOD AS MEDICINE

FoodMed CERTIFIED

2025

VALIDATION INSTITUTE

Certificate of Achievement

FoodHealth Score

Certified Program

bitewell

Denver, Colorado 80216, US

Company

Certificate Level: Health Outcomes

The goal of bitewell's FoodHealth Score is to give people simple, clear guidance on diet choices that have a proven impact on chronic health conditions, such as high blood pressure, diabetes, and high blood cholesterol.

January 2024

Award Date

Linda Riddell
Chief Data Scientist
Validation Institute

Vidar Jorgensen
Chief Executive Officer
Validation Institute

About FoodMed Certified and Validation Institute

FoodMed Certified, a Validation Institute (VI) program, vets and verifies the effectiveness of nutritional programs and tools that enable individuals and employers to manage their health and healthcare solutions. By leveraging VI's validation process for its Food is Medicine program, FoodMed Certified brings transparency to the market by delivering unbiased insights into effective nutritional programs. Validation Institute is a membership organization comprising healthcare vendors, benefits advisors, and managers that offers unbiased, data-driven insights on healthcare solutions and services to drive transparency and cost-savings.

This approach highlights the significance of utilizing data-driven solutions to bring about positive change and encourage healthy habits.

Validation Institute is a professional community that advocates for organizations and approaches that deliver better health value - stronger health outcomes at lower cost. We connect, train, and certify health care purchasers, and we validate and connect providers delivering superior results. Founded in 2014, the mission of the organization has consistently been to help provide transparency to buyers of health care.