

New Jersey Academy of Nutrition and Dietetics

Medical Partnership Prospectus

2024-2025



THE NEW JERSEY ACADEMY
OF NUTRITION & DIETETICS

an affiliate of the
eCf right. Academy of Nutrition and Dietetics

Patient Trends

- Nutrition plays a critical part of every life stage
- Patients are looking for “patient centered” approach
- Patients value health care philosophies that include a whole body approach
- Patients value whole health, where lifestyle and nutrition are important components
- Patients are looking for time with their providers and to feel listened to. Dietitians are a way for the practice to support this



Dietitians: Nutrition Experts

- Dietitians are THE nutrition experts in the field
- Patients who work with dietitians have
 - Decreased HgA1c
 - Decreased blood pressure
 - Greater knowledge and confidence knowing the food that can fit into their therapeutic diet
 - Work to help patients understand their food allergy
 - Help to decrease GI upset
 - Reach optimal health and weight goals
- Improvements in patient health increase overall expenses to providers



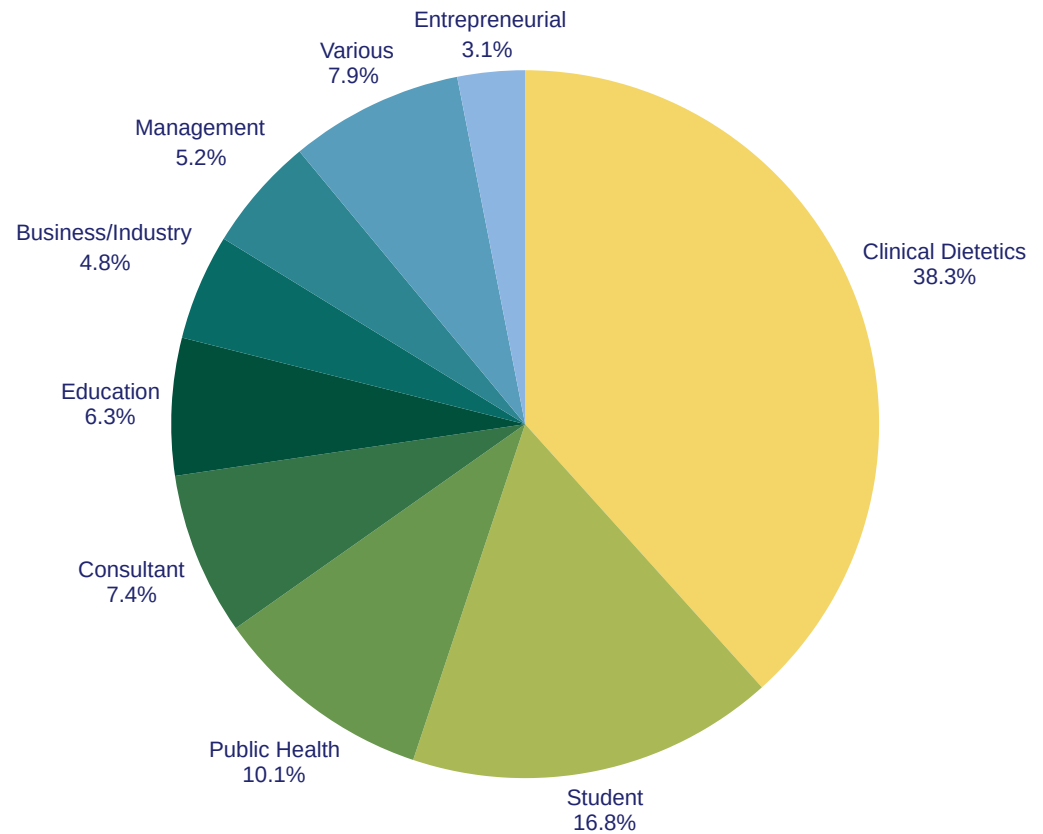
Benefit of Dietitians in Primary Care

- Dietitians take critical health recommendations and make them a reality for the patient
- Dietitians have a proven track record of helping patients reach and maintain their goals
- Primary care physicians value nutrition and see its importance, but lack the time and detail patients require to make any type of change.
- Dietitians can help support company wellness programs, decreasing insurance premiums to the employer



Why NJAND

- 40% of our membership is made of dietitians working specifically within the healthcare field. (Inpatient and outpatient)
- Dietitians are an integral part of the interdisciplinary team
 - Educate patients on therapeutic diets to support
 - diabetes, hypertension, cardiovascular disease, cancer, malnutrition, overnutrition
 - Work with social workers to help identify areas where patients may need additional support to meet their nutritional needs



Being a partner

- On January 13, 2020, Governor Phil Murphy of NJ, signed NJ A1582 requiring licensure for dietitians and nutritionists in the state.

- Licensure protects the public from unqualified individuals providing damaging and inaccurate nutrition advice. It assures the public that their nutrition professional has the education and credentials to assist with their nutrition needs.
- Increased reimbursement rates for services



Pictured right to left: Rosemary O'Dea, MA, RDN, Denise Langevin, MS, RDN, Assemblyman Herb Conaway, MD, Felicia Stoler, DCN, MS, RDN, FACS, FAND, Megan Squires, MS, RDN, Janet Reid Hector, EdD, RDN. Assemblyman Conaway was a sponsor for licensure for dietitians

How Does Sponsoring NJAND Benefit Your Practice

- Acknowledge that your practice supports the whole body approach to healthcare, which is a current healthcare trend
- Approved* marketing and use of NJAND logo on webpages
- Name and practice in front of over 6000 regional dietitians
- Referrals from our members
- Support your current employed RDs
- Top of mind when RDs are looking for new job opportunities
- Private practice video for marketing purposes in waiting rooms



WEBINAR (\$1500)

Webinars are open to the entire membership of the New Jersey Academy of Nutrition and Dietetics. All webinars are 60 minutes in length with an educational focus. NJAND will obtain all Continuing Education Credits. Speaker honorarium is the responsibility of the sponsor.

As a webinar sponsor, you will receive the following benefits:

- Sponsor a 60-minute webinar
- Your name, website link, and logo included on 2-4 E-blasts to NJAND members prior to webinar promoting the event
- Webinar posted to NJAND calendar of events

QUARTERLY NEWSLETTER (\$1000)

The NJAND newsletter (distributed via e-mail) is one of our most valued member benefits, reaching members. The Newsletter provides information/articles on the latest nutrition research, trends in food and nutrition, nutrition technology, and public policy at the state level. This newsletter is published quarterly. Priced per e-blast. Maximum 4 per annual year

- Ad/Article placement in main body of newsletter
- Provide up to 200 word update on pertinent research/info/product
- Logo placement
- Link to more information
- Link to your company website

EAT RIGHT NJ Logo (\$1000)

Showcase your partnership with NJAND to your patients with use of our logo on your webpages for marketing purposes for length of contract. All approvals must be sent to ExecutiveDirector@eatrightnj.org



SPEAKER SPONSORSHIP (\$1500-\$2500)

Sponsor a speaker for our 2025 annual meeting. Speakers provide educational opportunities to keep dietitians at the forefront of advances, trends, and new science in nutrition. We have both general session speakers (\$2500) and breakout session speakers (\$1500).

DEDICATED E-BLAST (\$1500)

For a more expansive reach, a separate dedicated e-blast can be sent to all NJAND members about your product/service. Sponsor provides content/ad in either a .jpg or .gif format. Priced per e-blast. Maximum 3 per annual year

NJAND WEBSITE (\$1000)

Have your logo featured on our website, www.eatrightnj.org, which is available to both the public and NJAND members. All logos will be clickable and sponsor must provide desired link. Logo will appear on website during NJAND membership year of June 1 - May 31. Priced per 6 months to 1 year

WEEKLY EBLAST (\$500)

Place an ad/article in our weekly e-blast. E-blast is sent to the entire membership on Thursdays. Ad/Article will be included with other weekly information. This is not a dedicated, separate e-blast. Sponsor provides content/ad in either a .jpg or .gif format. Priced per e-blast. Maximum 12 per annual year

References

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3.C

linical and cost benefits of medical nutrition therapy by registered dietitian nutritionists for management of dyslipidemia: A systematic review and meta-analysis. J Clin Lipidol. 2018 Sep-Oct;12(5):1113-1122. doi: 10.1016/j.jacl.2018.06.016. Epub 2018 Jul 3. PMID: 30055973.

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