

A warm, intimate photograph of a family of four sitting at a dining table. A woman on the left is feeding a young child in a yellow shirt. In the foreground, a man with a beard and a light-colored sweater is looking towards the camera with a slight smile. The table is set with plates of food, including what looks like pancakes, and glasses of water. A bowl of fruit is also visible. The background shows a kitchen with white cabinets and a window. The overall mood is cozy and domestic.

SEASON

Clinical Nutrition as a  
strategic growth opportunity

Hospitals **risk ceding nutrition care** to alternative providers as patient demand accelerates.

18M

Nutrition-related Google searches exceed 18M annually

17%

Of people with an obesity diagnosis saw a dietitian in the last year

+20%

Over 20% of GLP-1 prescriptions originate outside of primary care

9%

Adults seeking telehealth RD services increased by over 9% YoY since 2019

+70%

Over 70% of RD visits are virtual

## This leaves a massive revenue opportunity on the table for health systems in Clinical Nutrition

40%

Eligible for preventative  
nutrition care annually

1%

Engaged

\$10M+

Revenue opportunity per  
10,000 patients

\*based on average health system rates

# Health Systems can turn Clinical Nutrition into a measurable growth engine



Improve patient outcomes



A new model for nutrition care



Diversify revenue & generate profit

A woman with brown hair and glasses, wearing a white lab coat, is smiling and holding a clipboard. She is standing in a bright room with a window and a plant. The text "A Purpose-Built Solution for Health System Partnerships" is overlaid on the image.

# A Purpose-Built Solution for Health System Partnerships

# Season integrates specialized clinical expertise with the scalability and compliance health systems require



NATIONAL REGISTERED DIETITIAN PRACTICE



PERSONALIZED FOOD-AS-MEDICINE PLATFORM

## ENTERPRISE GRADE INFRASTRUCTURE



Enterprise experience



Operational ease



Enterprise compliance



Technical integration

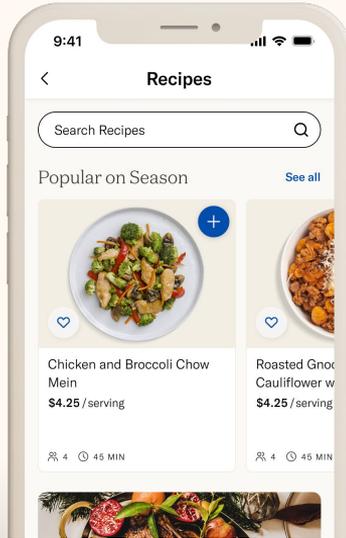


Data & reporting

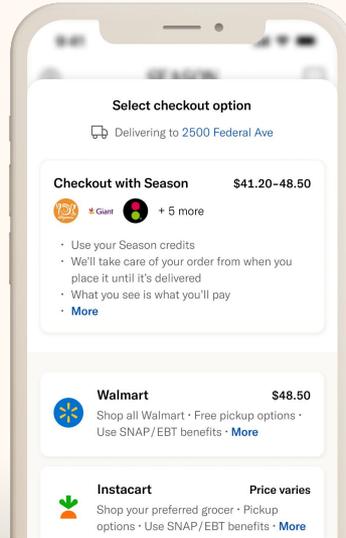
# Our platform supplements 1:1 care with consumer-grade technology and convenience



Dedicated  
provider  
relationship



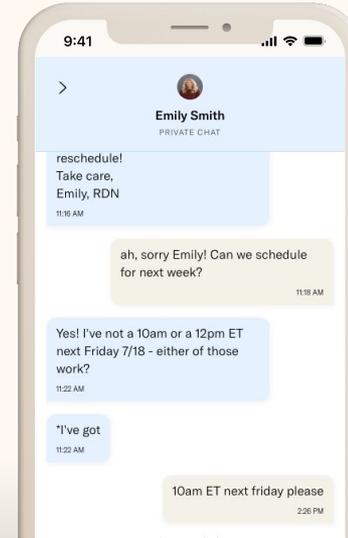
Personalized  
meal plans



Grocery ordering



Goals & progress  
Tracking



Messaging &  
Support

# Season is the leading platform in Clinical Nutrition research

Season's care model consistently delivers measurable results...

CLINICAL OUTCOME

3%

BMI reduction\*

10+

Point improvement  
to BP\*

1.6

Point drop in HbA1c\*

ENGAGEMENT OUTCOME

97%

More likely to engage in  
preventative care\*

86%

Engagement at  
180 days\*

5/5

Average CSAT rating  
of visits with RDs\*

...Validating through enterprise partnerships



**Froedtert**

Geisinger



\*See specific studies in appendix for more information



# Building a compelling Financial Model

# A playbook for service line profitability



Step 1.

Profit per Medical Nutrition  
Therapy visit



Step 2.

Drive service line volume  
from within and outside  
system footprint



Step 3.

Offer patients additional,  
relevant services

\*See specific studies in appendix for more information

## Step 1: Building a profit-generating economic model

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**Step 1.**  
**Profit per Medical Nutrition  
Therapy visit**



**Step 2.**  
**Drive service line volume  
from within and outside  
system footprint**



**Step 3.**  
**Offer patients additional,  
relevant services**

\*See specific studies in appendix for more information



National Clinical Network

Between-visit support  
(chat, food platform)

Hourly W2 Workforce

Telehealth - based

A.I-Driven Back Office





**\$30-45**  
**Per Unit**

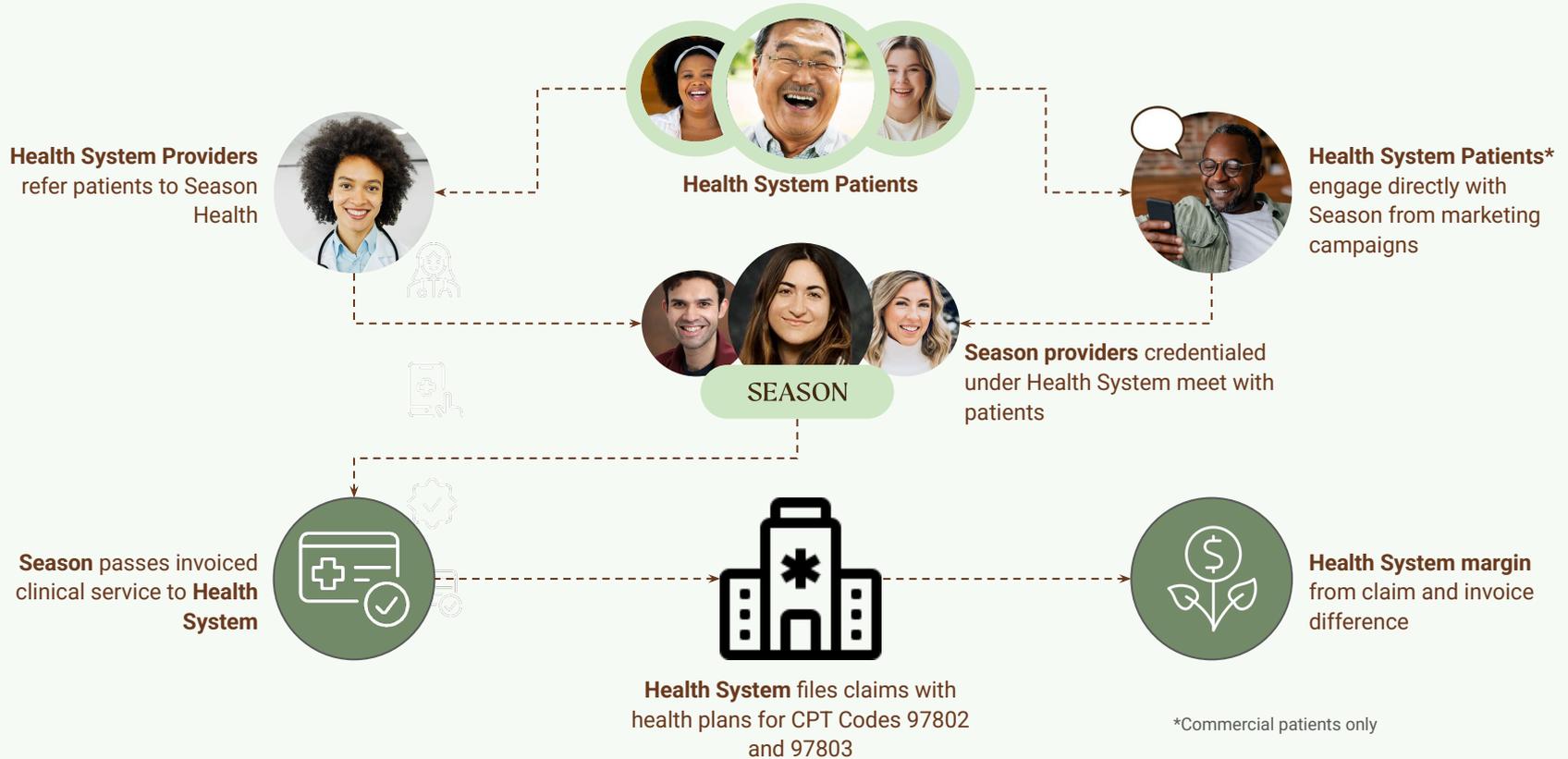
Season's Average  
Fair Market Value Rates (market  
based)

**\$50-90**  
**Per Unit**

Top 25th percentile  
System Rates

Average Systems achieve **>\$550 in profit per engaged patient** on  
MNT visits alone

# Season turns nutrition into a scaled, revenue-generating service line for Health System



# Case Study Economics | Creating margin-positive visits



Health System Margin = (Health System Billed Claim - Season Invoiced Visit) x Visit Volume

Note: this model is per 10,000 patients

CPT Code		Health System Billed Claim	Season FMV Invoice per Visit	Health System Margin per Visit
<b>97802</b> (initial visit - 90 minutes)	Unit rate per 15 minutes	\$72.28	\$35	\$37.28
	<b>Total visit rate - 6 units</b>	<b>\$433.68</b>	<b>\$210.00</b>	<b>\$233.68</b>
<b>97803</b> (follow-up visit - 30 minutes)	Unit rate per 15 minutes	\$62.75	\$30	\$32.75
	<b>Total visit rate - 2 units</b>	<b>\$125.50</b>	<b>\$60.00</b>	<b>\$65.50</b>

Total Annual Visit Count (avg 6 per patient)	Health System Revenue	Season Revenue	Health System Margin (per 10k patients)
60,000	\$10,611,800.00	\$5,100,000.00	<b>\$5,511,800.00</b>

## Step 2: Generating new patient volume

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Step 1.

Profit per Medical Nutrition  
Therapy visit



Step 2.

Drive service line volume  
from within and outside  
system footprint

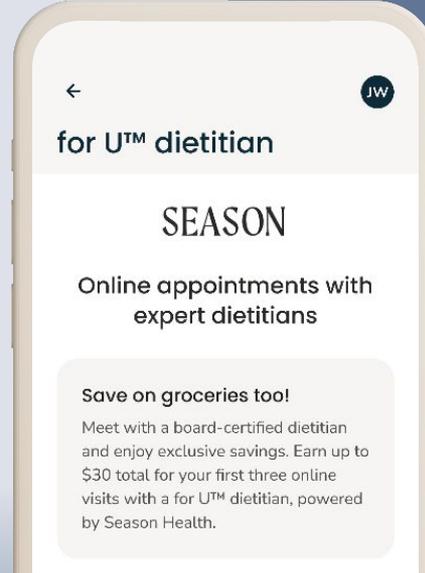
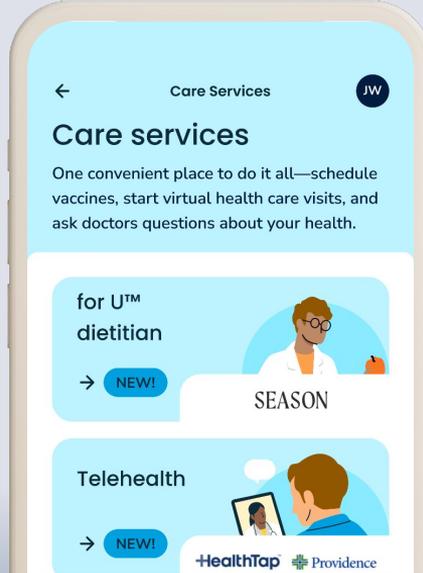
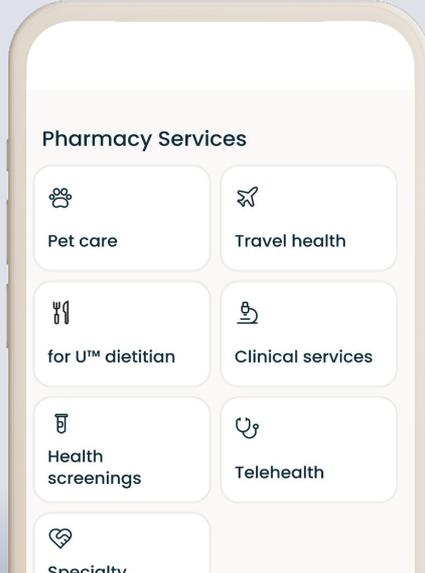
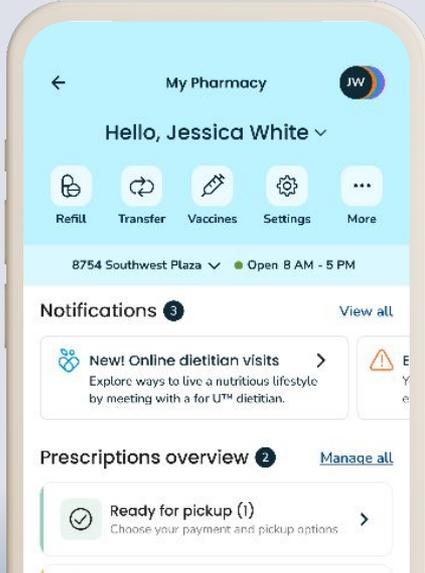


Step 3.

Offer patients additional,  
relevant services

\*See specific studies in appendix for more information





Year-Round Reach  
**47M+**

Active monthly Loyalty users

### Multiple Placements



Featured in several high-visibility spots within the pharmacy and loyalty app, creating repeated touchpoints with the consumer.

### Qualified Audience

**~16M**

Prospects after adjusting for Medicare, Medicaid, and commercial coverage — a realistic view of who we can serve

### Proven Engagement



Positioned as a core service offering, fully integrated with Albertsons' grocery experience

## Step 3: Increase utilization of adjacent preventative service



Step 1.

Profit per Medical Nutrition  
Therapy visit



Step 2.

Drive service line volume  
from within and outside  
system footprint



Step 3.

Offer patients additional,  
relevant services

\*See specific studies in appendix for more information

# Season extends your Care team with Nutrition expertise, while driving new volume to system service lines



# Retail Food patients frequently need additional clinical support



30-50%

Need diagnostics (labs, imaging)

20-40%

Need primary-care follow-up

15-25%

Need behavioral health support

Estimate data provided by client health system on D2C patients in local market

## New patients represent ~\$8K-\$11K in outpatient revenue opportunity

Outpatient services	Average annual spend per insured person	Estimated years with health system		Total revenue (LTV)	
		Low	High	Low	High
Anesthesia	\$39	4	6	\$157	\$236
Ambulance	\$4	4	6	\$16	\$25
Durable Medical Equipment	\$105	4	6	\$421	\$631
Evaluation & Management	\$265	4	6	\$1,060	\$1,589
Drugs	\$271	4	6	\$1,084	\$1,626
General Lab	\$104	4	6	\$418	\$627
Imaging	\$295	4	6	\$1,182	\$1,773
Procedure	\$543	4	6	\$2,171	\$3,257
Post Acute Care	\$20	4	6	\$78	\$118
Treatment	\$131	4	6	\$524	\$786
Tests	\$77	4	6	\$309	\$463
Other	\$34	4	6	\$136	\$204
<b>Total</b>	<b>\$1,889 / year</b>	<b>4 years</b>	<b>6 years</b>	<b>\$7,555</b>	<b>\$11,333</b>

Average annual spend per insured person is based on HCCI 2022 Claims data



# Summary

## In Closing

For health system leaders, there are three key takeaways regarding Clinical Nutrition:

1

Patient demand for these services is increasing, while the historic model is not working

2

Through partnership, there is a viable economic model for offering Clinical Nutrition at scale

3

Offering this vertical at your health system can expose you to a huge swath of untapped new patients via retail food partners

