



ValidationInstitute

2025 Validation Report

Review for: Fay Nutrition

Validation Achieved: Metrics

Valid through: December 2025



Company Profile



Category:	Disease Management
Website:	https://www.faynutrition.com/
Public or Private:	Private
Year Established:	2019
CEO:	Sammy Faycurry
Company contact:	info@faynutrition.com

Description Provided by the Company:

Fay Nutrition is a platform that connects individuals with board-certified and registered Dietitians / Nutritionists and work through insurance to get it covered.

Fay's holistic approach empowers individuals to achieve their health goals through personalized nutrition therapy. Most people pay \$0 per appointment when they see their dietitian through Fay. As a result, Fay enables people of all backgrounds to make informed and sustainable lifestyle choices to measurably improve health outcomes and quality of life.





Claim Assertion for Validation

Individuals utilizing Medical Nutritional Therapy (MNT) services similar to those offered by Fay experience significant improvements in multiple health measures and better health outcomes when compared to similar individuals who do not use such services. These improvements are associated with lower medical costs, improvement of current health conditions, and a decreased risk of future illnesses.

A **2.1 to 1 Return on Investment** can be estimated for individuals with one or more clinical conditions who receive medically tailored meals (MTMs) personalized by Registered Dietitians (Berkowitz SA, 2019).

Participants in this study had similar initial medical costs compared to matched non-participants (\$54,661 vs \$54,280 in medical costs in the 12 months before program start).





Method / Calculation / Examples

For all health conditions listed as visit reasons on Fay Nutrition, studies have shown nutrition is a key factor and MNT is recommended in improving health outcomes. Table 1 summarizes health and select financial impact of improved nutrition for each health condition.

Berkowitz SA (2019) found that participants receiving MTMs spent \$350 in intervention costs and saved \$753 in medical costs per month over the course of the program (Berkowitz SA, 2019). A **2.1 to 1 return on investment** was calculated after dividing saved medical costs by intervention costs per month attributed to study participants.





Method / Calculation / Examples

Visit Reason	Outcome achieved by improved nutrition via Medical Nutritional Therapy or other clinical methods	Academic Support
Diabetes	Better control of blood glucose/ HbA1c levels Lower medical costs compared to control	<ul style="list-style-type: none"> • Kim J, Hur MH. The Effects of Dietary Education Interventions on Individuals with Type 2 Diabetes: A Systematic Review and Meta-Analysis. Int J Environ Res Public Health. 2021 Aug 10;18(16):8439. doi: 10.3390/ijerph18168439. PMID: 34444187; PMCID: PMC8393495. • The Association Between HbA1c and 1-Year Diabetes-Related Medical Costs: A Retrospective Claims Database Analysis - PMC (nih.gov) Boye KS, Lage MJ, Thieu VT. The Association Between HbA1c and 1-Year Diabetes-Related Medical Costs: A Retrospective Claims Database Analysis. Diabetes Ther. 2022 Feb;13(2):367-377. doi: 10.1007/s13300-022-01212-4. Epub 2022 Feb 7. PMID: 35129822; PMCID: PMC8873294.





<p>High Cholesterol</p>	<p>More improvement in total cholesterol, low-density lipoprotein cholesterol, and triglycerides than people getting usual care. Lower medical costs</p>	<ul style="list-style-type: none"> Sikand G, Handu D, Rozga M, de Waal D, Wong ND. Medical Nutrition Therapy Provided by Dietitians is Effective and Saves Healthcare Costs in the Management of Adults with Dyslipidemia. <i>Curr Atheroscler Rep.</i> 2023 Jun;25(6):331-342. doi: 10.1007/s11883-023-01096-0. Epub 2023 May 11. PMID: 37165278; PMCID: PMC10171906. Healthcare Cost Implications of Utilizing a Dietary Intervention to Lower LDL Cholesterol: Proof of Concept Actuarial Analysis and Recommendations Current Cardiology Reports (springer.com)
<p>Pregnancy</p>	<p>Reduced risk of gestational diabetes and the related birth complications Lower medical costs</p>	<ul style="list-style-type: none"> Cost Effectiveness of Antenatal Lifestyle Interventions for Preventing Gestational Diabetes and Hypertensive Disease in Pregnancy - PMC (nih.gov) Bailey C, Skouteris H, Harrison CL, Boyle J, Bartlett R, Hill B, Thangaratinam S, Teede H, Ademi Z. Cost Effectiveness of Antenatal Lifestyle Interventions for Preventing Gestational Diabetes and Hypertensive Disease in Pregnancy. <i>Pharmacoecon Open.</i> 2020 Sep;4(3):499-510. doi: 10.1007/s41669-020-00197-9. PMID: 32026397; PMCID: PMC7426355. Long-term cost-effectiveness of implementing a lifestyle intervention during pregnancy to reduce the incidence of gestational diabetes and type 2 diabetes Diabetologia (springer.com) Lloyd, M., Morton, J., Teede, H. et al. Long-term cost-effectiveness of implementing a lifestyle intervention during pregnancy to reduce the incidence of gestational diabetes and type 2 diabetes. <i>Diabetologia</i> 66, 1223-1234 (2023). https://doi.org/10.1007/s00125-023-05897-5





<p>High Blood Pressure</p>	<p>Reduced diastolic blood pressure Lower risk of coronary heart disease events and strokes over five years</p>	<ul style="list-style-type: none"> • Effectiveness of Strategies for Nutritional Therapy for Patients with Type 2 Diabetes and/or Hypertension in Primary Care: A Systematic Review and Meta-Analysis - PubMed (nih.gov) Simões Corrêa Galendi J, Leite RGOF, Banzato LR, Nunes-Nogueira VDS. Effectiveness of Strategies for Nutritional Therapy for Patients with Type 2 Diabetes and/or Hypertension in Primary Care: A Systematic Review and Meta-Analysis. Int J Environ Res Public Health. 2022 Apr 2;19(7):4243. doi: 10.3390/ijerph19074243. PMID: 35409925; PMCID: PMC8998242. • Cost Implications of Improving Blood Pressure Management among U.S. Adults - PMC (nih.gov)
<p>Failure to thrive (pediatric)</p>		<p>https://www.sciencedirect.com/science/article/abs/pii/S0002822397006640 Failure to Thrive in the Outpatient Clinic: A New Insight - PubMed (nih.gov) Lezo A, Baldini L, Asteggiano M. Failure to Thrive in the Outpatient Clinic: A New Insight. Nutrients. 2020 Jul 24;12(8):2202. doi: 10.3390/nu12082202. PMID: 32722001; PMCID: PMC7468984.</p>
<p>Autoimmune diseases/ Rheumatoid Arthritis</p>		<p>Nutrition and its role in prevention and management of rheumatoid arthritis - PubMed (nih.gov) Nikiphorou E, Philippou E. Nutrition and its role in prevention and management of rheumatoid arthritis. Autoimmun Rev. 2023 Jul;22(7):103333. doi: 10.1016/j.autrev.2023.103333. Epub 2023 Apr 17. PMID: 37182439.</p>





<p>Celiac disease</p>		<p>Celiac disease: Understandings in diagnostic, nutritional, and medicinal aspects - PubMed (nih.gov) Ben Houmich T, Admou B. Celiac disease: Understandings in diagnostic, nutritional, and medicinal aspects. Int J Immunopathol Pharmacol. 2021 Jan-Dec;35:20587384211008709. doi: 10.1177/20587384211008709. PMID: 33878915; PMCID: PMC8064516.</p>
<p>Kidney disease</p>		<p>https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6572310/ Di Micco L, Di Lullo L, Bellasi A, Di Iorio BR. Very Low Protein Diet for Patients with Chronic Kidney Disease: Recent Insights. J Clin Med. 2019 May 20;8(5):718. doi: 10.3390/jcm8050718. PMID: 31137545; PMCID: PMC6572310.</p>
<p>Thyroid disease</p>		<ul style="list-style-type: none"> • Duntas LH. Nutrition and thyroid disease. Curr Opin Endocrinol Diabetes Obes. 2023 Dec 1;30(6):324-329. doi: 10.1097/MED.0000000000000831. Epub 2023 Aug 13. PMID: 37578378. • https://pubmed.ncbi.nlm.nih.gov/37578378/
<p>Gastroesophageal Reflux Disease (GERD)</p>		<p>Can We Use Diet to Effectively Treat Esophageal Disease? A Review of the Current Literature - PubMed (nih.gov) Newberry C, Lynch K. Can We Use Diet to Effectively Treat Esophageal Disease? A Review of the Current Literature. Curr Gastroenterol Rep. 2017 Aug;19(8):38. doi: 10.1007/s11894-017-0578-5. PMID: 28730507.</p>





Eating disorders		https://www.jandonline.org/article/S0002-8223(11)00712-7/fulltext
Food allergy		Dietary management of food allergy - PubMed (nih.gov) Fiocchi A, Martelli A. Dietary management of food allergy. <i>Pediatr Ann.</i> 2006 Oct;35(10):755-6, 758-63. doi: 10.3928/0090-4481-20061001-13. PMID: 17048718.
Polycystic Ovary Syndrome (PCOS)		Kazemi M, Hadi A, Pierson RA, Lujan ME, Zello GA, Chilibeck PD. Effects of Dietary Glycemic Index and Glycemic Load on Cardiometabolic and Reproductive Profiles in Women with Polycystic Ovary Syndrome: A Systematic Review and Meta-analysis of Randomized Controlled Trials. <i>Adv Nutr.</i> 2021 Feb 1;12(1):161-178. doi: 10.1093/advances/nmaa092. PMID: 32805007; PMCID: PMC7850057.
Irritable bowel syndrome (IBS)		Algera J, Colomier E, Simrén M. The Dietary Management of Patients with Irritable Bowel Syndrome: A Narrative Review of the Existing and Emerging Evidence. <i>Nutrients.</i> 2019 Sep 9;11(9):2162. doi: 10.3390/nu11092162. PMID: 31505870; PMCID: PMC6770052.





<p>Inflammatory Bowel Disease (IBD)</p>		<p>Lim HS, Kim SK, Hong SJ. Food Elimination Diet and Nutritional Deficiency in Patients with Inflammatory Bowel Disease. Clin Nutr Res. 2018 Jan;7(1):48-55. doi: 10.7762/cnr.2018.7.1.48. Epub 2018 Jan 29. PMID: 29423389; PMCID: PMC5796923. gutjnl-2019-318484.pdf (nih.gov) Lamb CA, Kennedy NA, Raine T, Hendy PA, Smith PJ, Limdi JK, Hayee B, Lomer MCE, Parkes CC, Selinger C, Barrett KJ, Davies RJ, Bennett C, Gittens S, Dunlop MC, Faiz O, Fraser A, Garrick V, Johnston PD, Parkes M, Sanderson J, Terry H; IBD guidelines eDelphi consensus group; Gaya DR, Iqbal TH, Taylor SA, Smith M, Brookes M, Hansen R, Hawthorne AB. British Society of Gastroenterology consensus guidelines on the management of inflammatory bowel disease in adults. Gut. 2019 Dec;68(Suppl 3):s1-s106. doi: 10.1136/gutjnl-2019-318484. Epub 2019 Sep 27. Erratum in: Gut. 2021 Apr;70(4):1. PMID: 31562236; PMCID: PMC6872448.</p>
<p>Weight loss</p>		<p>Behavioral and Pharmacotherapy Weight Loss Interventions to Prevent Obesity-Related Morbidity and Mortality in Adults: An Updated Systematic Review for the U.S. Preventive Services Task Force [Internet] - PubMed (nih.gov) LeBlanc EL, Patnode CD, Webber EM, Redmond N, Rushkin M, O'Connor EA. Behavioral and Pharmacotherapy Weight Loss Interventions to Prevent Obesity-Related Morbidity and Mortality in Adults: An Updated Systematic Review for the U.S. Preventive Services Task Force [Internet]. Rockville (MD): Agency for Healthcare Research and Quality (US); 2018 Sep. Report No.: 18-05239-EF-1. PMID: 30354042.</p>





<p>Bariatric Surgery (pre-operation)</p>		<p>Deledda A, Pintus S, Loviselli A, Fosci M, Fantola G, Velluzzi F. Nutritional Management in Bariatric Surgery Patients. Int J Environ Res Public Health. 2021 Nov 17;18(22):12049. doi: 10.3390/ijerph182212049. PMID: 34831805; PMCID: PMC8618972. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8618972/</p>
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Limitations

Fay Nutrition did not produce its own data for this report. However, we have reviewed the literature supporting Fay's claims and found its quality to be consistent with the quality of the better published nutritional studies.





Works Cited

Berkowitz SA, T. J. (2019). Association Between Receipt of a Medically Tailored Meal Program and Health Care Use. *JAMA Intern Med*, 786–793.





Validation and Credibility Guarantee

Fay Nutrition's Medical Nutrition Therapy Concept achieved validation for **Metrics**. Validation Institute is willing to provide up to a \$10,000 guarantee as part of their Credibility Guarantee Program. To learn more, visit <https://validationinstitute.com/credibility-guarantee/>.

Savings

Can reduce health care spending per case/participant or for the plan/purchaser overall.

Outcomes

Product/solution has measurably improved an outcome (risk, hba1c, events, employee retention, etc.) of importance.

Metrics

Credible sources and valid assumptions create a reasonable estimate of a program's impact.

Contractual Integrity

Vendor is willing to put a part of their fees "at risk" as a guarantee.





CERTIFICATE OF VALIDATION

Applicant:	Fay Nutrition San Francisco, California, United States
Product:	Medical Nutrition Therapy
Claim:	Individuals utilizing Medical Nutritional Therapy (MNT) services similar to those offered by Fay experience significant improvements in multiple health measures and better health outcomes when compared to similar individuals who do not use such services. These improvements are associated with lower medical costs, improvement of current health conditions, and a decreased risk of future illnesses. For individuals receiving medically tailored meal plans created by Registered Dietitians, a 2:1 cost savings ratio was seen for every dollar spent when compared to nonrecipients.
Validation Achieved:	Validated for Metrics
Award Date:	February 2024

Linda Riddell
Chief Data Scientist
Validation Institute

Al Lewis
Chief Executive Officer
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About Validation Institute

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.

Validation Review Process

Validation Institute has a team of epidemiologists and statisticians who review each program. The team focuses on three components:

- Evidence from published literature that a similar intervention had similar results.
- The reliability and credibility of the data sources.
- The rigor of the approach to calculating results.

To achieve validation, the program has to satisfy each of these components. VI's team then summarizes the review into a report which is publicly available. Details of VI's review are available with the program's permission.

