

Dear [Recipient]:

The American Dietetic Association (ADA) understands that we face many serious, and costly, health care issues—diabetes, cardiovascular disease, hypertension, and cancer, just to name a few. Patients need concrete, life-saving solutions to these challenges. And insurance providers need to effectively fund patient care while still remaining profitable.

Registered dietitians (RDs) are the answer for both patients and providers. Through medical nutrition therapy (MNT), RDs are able to provide preventive care to patients that will not break your bottom line. Because patients who undergo MNT have less doctor visits, less hospitalizations, and are less reliant on indefinite drug treatment therapies, an investment in the services of an RD today can save you money tomorrow:.

For example:

- Oxford Health Plan reported that for every \$1 they spend on MNT for at-risk seniors, they saved \$10 on care—and their monthly costs for Medicare claims decreased by over \$20,000.
- Pfizer Corporation saved over \$700,000 per year on cardiac care when their employees participated in a nutrition/exercise intervention program.
- When the U.S. Department of Defense established a nutrition therapy program for patients with cardiovascular disease, renal disease, and diabetes, it saved them \$3.1 million in the first year.
- When Massachusetts General Hospital compared the progress of patients who received MNT against those who didn't, they found that the cholesterol levels of the MNT patients dramatically decreased—which saved \$4.28 providers for each dollar spent on MNT because patients did not need statin therapy.

These are just a few reasons why it's clear that the care RDs provide is effective—and cost-effective.

The enclosed brochure provides key information on the importance of RDs to effective health care plans. Please keep it for your own reference, as it explains the role of an RD and how they can contribute to your bottom line. They are the future of preventive health care maintenance—and the future is now. **With the staggering costs of modern health care rising without an end in sight, providers *can't* afford not to reimburse patients for MNT.** The overall bottom line of your company depends on it.

Sincerely,

[signed]