

NEEDED.[®]

Nutritional Care[™]
with GrowBaby[®]

About

NEEDED®

Nutritional Care™

Needed Nutritional Care™ is bringing the science-backed nutrition program built by a world-renowned Board Certified Nutritionist (BCHN) and MD, Board Certified Family Practice Obstetrician (MD, FP/OB) team of [GrowBaby® Health](#) to the Needed community. The program leverages genetic and biomarker testing, along with customized nutrition and lifestyle education to optimize prenatal and postpartum health. The program is tailored to your unique needs in each phase of your pregnancy including postpartum.

About

GrowBaby®

GrowBaby® Health over the last decade has been developing a science-backed nutrition, nutrient, and lifestyle program to improve prenatal outcomes in all women. It was co-founded by Emily Stone Rydbom, CN, BCHN, CNP, and Leslie Stone, MD, FP/OB to bring together up-to-date medical and nutrition science. They have clinically applied their unique standard of care plus program to bring a more personalized and precise preconception, prenatal, and postpartum program to women in all socioeconomic groups.

In 2014, principal investigators Leslie Stone, MD, FP/OB, Michael Stone, MD, and Emily Rydbom, CN, BCHN, CNP [published their peer-reviewed observational study](#) in Global Advances of Health and Medicine Journal. Following longitudinal data from 2011-2017 in nearly 400 women, GrowBaby® Health showed their program was effective. For every 16 births, the GrowBaby® Health program can decrease 1 preterm birth. This means that in 100 women, their OB model will prevent 6 preterm births. This proven care model has demonstrated over a decade of positive outcomes for maternal and infant health including a less than 1% preterm birth rate (vs. 10.5% in the general US pregnancy population), a 0.2% gestational diabetes rate (vs. 8.31% in the general US pregnancy population), and 0.7% hypertension rate (vs. 15.9% in the general US pregnancy population).

What's included in the Needed Nutritional Care™ program?



- 5 telehealth appointments with Emily Stone Rydbom, GrowBaby® Health's Board-Certified Holistic Nutritionist
 - A comprehensive intake with a full body health assessment including oral health, lifestyle, and food preferences
 - Genomics testing for understanding unique metabolism and malabsorption
 - In-depth biomarker testing not readily available from your medical provider
 - A customized nutrition, nutrients, and lifestyle plan with reminders, meal plans, recipes and more
 - Additional optional appointments with Emily Stone Rydbom, BCHN & informal group learning sessions on nutrition
 - Access to learning materials on nutrition and lifestyle curated to help explain the most up to date protocols used in the program that are based on cutting-edge research including less known impactful practices like oral care, body movement, stress impact, and much more!
-

What are the types of nutrition and lifestyle support that the program provides?

Needed Nutritional Care™ provides a customized whole food nutrition approach (food first), with dietary nutrients understanding and supplementation (vitamins, minerals & phytonutrients) and modifiable lifestyle recommendations (stress, sleep & movement) based on your trimester needs, genomics, labs, medical history, oral & physical findings, personal preferences & accessibility.

This is delivered through 1:1 sessions, customized meal plans and an online portal to learn more about perinatal nutrition. This includes access to video learnings & handouts. Topics include everything from trimester-specific food sources for fetal development to managing dental health in pregnancy.

This level of personalization is practical, empowering and flexible. It provides an opportunity to utilize pregnancy as a chance to encourage positive health & lifestyle adjustments that benefit both you and your baby for a lifetime.



I already pay a lot of attention to my nutrition, can this program really help me?

This program was developed to fully customize the nutritional care you receive during pregnancy and postpartum! This means that no matter where you are on your journey with nutrition, whether you have focused on nutrition for years or are just getting started, we will tailor your program so you get the care you need and the information and guidance to go along with the nutrition plan.

How much does Needed Nutritional Care™ cost?

We are partnering with GrowBaby® Health to bring Needed subscribers this program for \$700, a 65% off discount from the full price of \$2100. There is a \$205 deposit at sign-up to cover the initial testing that enables a truly customized nutrition plan to ensure optimal outcomes. After the first month, a \$45 monthly fee for the remaining 11 months of the program will be recurring on a monthly basis.

Can I use my HSA/FSA to pay for the program?

Yes! Needed Nutritional Care™ is HSA and FSA eligible and we accept HSA and FSA cards. Some cards have restrictions, so if you are unable to use a card directly, we can provide receipts that should enable reimbursement. If you have any issues, please email nutritionalcare@thisisneeded.com.

Is Needed Nutritional Care™ offered in my area?

We are currently serving California, Oregon, and Washington but plan to expand to other areas.

What tests are used in the program and how do they help customize my plan?

Needed Nutritional Care™ is personalized and precise:

-
- **DNALife® GrowBaby®** genomics test uses personal genomic information in 44 common genetic markers linked to diet, nutrient, and lifestyle modulation which help empower you to incorporate and change habits to help with your pregnancy and the health of the baby in the womb.

- **OmegaQuant® Analytics** laboratory testing helps determine the levels of the essential fatty acids before, during, and after pregnancy. Optimal levels of essential fatty acids are associated with decreased risk of preterm birth and chronic neuroinflammation in the fetus, newborn and child. Additionally, optimal levels of essential fatty acids in the mother exhibits immune surveillance benefits – healthy mom, healthy baby.
-

Finally, we use the following blood biomarker tests to ensure a well-rounded picture of your current health status:

B12/Folate Combination: assesses nutrients that play important roles in fetal development

Choline: assesses another nutrient that plays an important role in fetal neurodevelopment and maternal health outcomes through fatty acid metabolism

Ferritin: an assessment on iron status, which plays an important role in fetal development & prevention of pregnancy complications

Hemoglobin A1c (HbA1c)/Insulin: measures average blood sugar levels over a 3 month period & an elevated value has an association with developing gestational diabetes later in pregnancy

Uric Acid: a better understanding of this marker allows us to personalize your nutritional needs around carbohydrate metabolism has been associated with positive maternal health outcomes

Copper: adequate levels of copper in early pregnancy have an association with positive maternal health outcomes

Homocysteine: a marker for B6/Folate/B12 adequacy, which is associated with metabolic health in offspring

What is included in my customized plan?

We will help you figure out the exact foods, vitamins, and health habits that are suited for you, all the way through your pregnancy and for the first 3 months after. We will share the why behind each recommendation and are available anytime to answer any questions and support you through any nutritional changes.

The plans will provide you with detailed information about the science behind the recommendations, including:

- Meal plans and recipes
 - Tips and tricks for food shopping during your pregnancy
 - Macro and Micronutrients from recommended food
 - Information about how this supports you and your baby
 - How we can work with lifestyle and food to impact mood during pregnancy
 - What your cravings might mean and how we can listen to your body
 - Stress management support
-

What learning materials will be available to me?

GrowBaby® Health and Needed® have developed Needed Nutritional Care™ learning content to help you dive deeper into perinatal nutrition at each stage of your pregnancy. These learning programs are available on demand within the Needed Nutritional Care™ portal and can be taken at your own pace. Additionally, there will be open learning sessions with Emily that will enable you to ask questions live and learn from other women's questions.

Why did GrowBaby® Health and Needed® build Needed Nutritional Care™?

Nutrition changes perinatal outcomes. Not just birth outcomes, but fertility, pregnancy, postpartum, and the health trajectory of mom and baby for the rest of their life, and future generations thereafter. We look forward to bringing Needed Nutritional Care™ to the Needed community to optimize your prenatal nutrition.

How can I sign up?

Please reach out to nutritionalcare@thisisneeded.com and we will share more information about getting started!

NEEDED.[®]

Nutritional Care[™]
with GrowBaby[®]

thisisneeded.com

Thank You

[@needed](https://twitter.com/needed)
