

McDaniel nutritional therapy

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McDaniel nutritional therapy is a nine-year-old private business that offers services for weight loss, sports nutrition, intuitive eating, eating disorder, RMR testing, genetic testing, and personal chef. One of the services they provide on the website is family guidance for a healthy eating plan through meal planning, healthy snacks ideas, and strategies for picky eaters.

McDaniel Nutrition is one of 30 trusted media spokespersons for the Academy of Nutrition and Dietetics and is a regular on-air contributor to Fox 2 News St. Louis. McDaniel Nutrition has been quoted in National Publications such as the US News and World Report, The New York Times, and The Huffington Post. One of the interesting services the business offers other than consulting is genetic testing. Genetic testing results can be vital information in personalizing clients' plans and will help in achieving certain health goals.

The team of McDaniel nutrition therapy is four dietitians. Jennifer McDaniel MS, RDN, CSSD, LD, is the founder of McDaniel Nutrition therapy and media spokesperson. She is the author of *Mediterranean Cookbook*. Mary Weissman oversees weight management, family nutrition, and pregnancy nutrition. The other dietitian in the team is Jenni Leslie, who is a registered dietitian specializing in intuitive eating, eating disorders, and sustainable lifestyle diets. Chef Willie Clayton is a registered dietitian and a culinary nutritionist, diabetes education manager, and sports nutrition expert. Each member of the team provides nutrition counseling services according to their area of experience.

Vision

McDaniel Nutrition Therapy's vision is to give clients the ability to use their own wisdom, values, and experiences to make their own personal diet while having access to the expertise of many experienced registered dietitians.

short/long term goals

The business goal is to expand and offers more services related to nutrition. More services mean providing more assistant for clients to adopts healthier lifestyle through diet and exercises. Some services like genetic test and personal chef can help many clients to achieve their health goals. As these services are common in many areas, this business could grow to provide more people access to them.

Overcome challenges

Some of the challenges that McDaniel business is facing now is, like many other businesses, the COVID-19 epidemic. Many of their services need appointments and meetings that are impossible to do right now. The business is managing virtually for now and it will need some innovative marketing tactics and higher client numbers to help it grow.

funding sources

Clients for McDaniel Nutrition provide payments for consulting through self-paid cash, credit, or check. The business does currently work with some insurance companies. Some of the clients are offered reimbursement using various insurance options, such as flex spending accounts. If requested, McDaniel Nutrition is willing to provide an invoice for the insurance companies.

<https://www.mcdanielnutrition.com/about-mcdaniel-nutrition/>