Health Program Proposal

Genetic testing

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I propose that you make a personalized genetic test. This will be done using the G Genetic direction company. Instead of using their tests, you will make a test with all the information that is useful for you and your clients. The test will appear on your own website instead of theirs since they offer giving you the URL link. The test appearing on your website will help advertise your service since they will not be using the other tests on the G Genetic website, and when they search for genetic tests, your website will appear in the searches. A personalized genetic test is a great idea for your business because you can provide nutrition consults to help make use of the genetic results, which many clients have trouble with. Later, the test could also be used outside just the McDaniel business. Doctors, clinics, and gyms might be interested in your test and use it for their clients as well. Deadline

After doing some research, the personalized test can be done quite quickly. If the outline of the project is sent to the company by the end of June, the genetic test kit can be done and ready to sell by the beginning of July.

**Vision**

McDaniel nutrition therapy has been using genetic testing as a tool to assess clients for quite some time. From that experience, McDaniel business can do the white labeling and personalize the genetic test by combining some of the trails (Gx Slim, GX Renew, GX Nutrition, Gx performance) to a one customized test. From the variants provided to us, we can choose 30 of them to make your customized one. When you build your report, you can remove all information that unnecessary or misleading to the clients. Customized tests can be valuable to the business because it will use the standard information that the company uses.

**Benefit**

That combination of the trails into one private trail will be convenient for the clients and useful for dietitians in the McDaniel nutrition therapy to assess their clients better. This personalized test can improve clients’ sports performance and weight management. If the test result is easier to understand for clients, it is more likely that more clients would want to do the test, which could increase the number of successful outcomes.

* The personalized privet trail can include
* 1. metabolism
* 2. weight loss tendency
* 3. weight regain
* 4. satiety
* 5. pro
* 6. carb
* 7. fat
* 8. B9
* 9. B12
* 10. D
* 11. power/endurance
* 12. testosterone and/or mental acuity (M/F)
* 13. VO2 max
* 14. fat loss cardio
* 15. fitness cardio
* 16. body comp response to strength
* 17. HDL cardio
* 18. Insulin cardo
* 19. caffeine
* 20. systemic inflammation
* 21. poly levels
* 22. chol response to dietary fat
* 23. TG response to cardio
* 24. lactose
* 25. calcium
* 26. iron
* 27. overweight risk
* 28. sensitivity to sat fat
* 29. gluten
* 30. omega levels

**Summery**

DNA tests are empowering people to use their genetic information to make changes in their lifestyles. Genetic tests are one of the services offered in McDaniel nutrition therapy. It provides four different genetic tests that are provided through G Genetic direction company. Each of these tests provides unique information, for example, the “Gx Slim” includes information about diet, “GX Nutrition” provides information about vitamin and mineral, and “Gx Preform” is one of the genetic tests that offer athletic performance solutions and recommendations. The problem is that each one of those tests has a piece of information that is useful for weight management and athletic performance, but it is not possible to ask a client to do all four tests to get all the information that is needed. Another issue is there is some description in the genetic report is unclear and can be presented in a better way. The report can be built in a way that can be easier to understand for the client.

**Reviews**

People like genetic testing because it is personalized information about their bodies’ needs. There are many genetic tests in the market now, so how are people choosing which one to use? Many reviews showed that the reports that are becoming popular are the ones that give solutions such as diet plans or provide extra benefits like access to an exercise program. The costumers want to understand the contents of the test results as well as a practical solution such as detailed instruction on food preparation, diet, and supplements. Other variants that made some genetic tests more popular than others are information about gut health, inflammation, and sensitivity. These sections also tend to provide solutions, like a customized diet plan and supplements. Many people who did not think the genetic test was worth the money and the time tend to be the people who were confused and did not understand the test, and there is no personalized coaching after the test to explain the results. Customer service is critical to get more customers. There are some costumes that complain there is inadequate customer service in some of these genetic testing companies, which leads to the tests having a bad reputation.

* Analyzers are trying to help the customer to choose the genetic test that is popular and cheap. Professionals rank the genetic testing provider services by these factors:
   1) Company Reputation
   2) Services Offered
   3) Testing Method
   4) Software Grade
   5) Research & Scientific Evidence
   6) CLIA Compliance
   7) Customer Reviews
   8) Price
   9) Customer Service
  10) Return Policy

<https://geneticsdigest.com/best_ancestry_genealogy_dna_test/index.html>

 Articles

* Technology has found much more information about our body than just our eye color nowadays. Genetic testing can now inform us about the disease, nutrition, sports performance, and much more. An article published in CNN mentioned that there is a new field called nutrigenetics, which is a genetic test that can find out how our body responds to nutrients coming from food and beverages. The article claims that these tests can show a person’s sensitivity to caffeine, dairy, or gluten. The authors state that these tests can also help in finding food sensitivity, so people can eat the food that is right for their body. Losing weight is complicated, but gene-guided nutrition recommendations can make it more comfortable because it is customized.

<https://www.cnn.com/2019/05/24/health/dna-diet-genes-weight-loss-food-jampolis/index.html>

* An article in the New York Times mentioned that some people have

a poor metabolic response to sugar, gen test can help those individuals avoid spikes in blood glucose, which could reduce their rate of developing diabetes by as much as 40 percent. Gen tests might not help very much in explaining how our body metabolizes fats and carbohydrates, but it provides information about genes that affect some factors such as sleep, stress, exercise, and the individual gut microbiome, which can affect metabolism and body weight.

<https://www.nytimes.com/2019/06/10/health/nutrition-diet-genetics-food.html>

this is an article in on today dietitian website

<https://www.todaysdietitian.com/newarchives/0519p36.shtml>

Stanford study

<https://clinicaltrials.gov/ct2/show/NCT01826591>

**Successful stories**

This blog posted on the best live web site is about a success story of a lady. She explained how everything made sense to her after she did the genetic test. She explains how she felt better and lost weight. She talked about different people from different regens who could react to food differently like Italian do not ft wight from the pasta. she also talked about the importance of the nutritionist and personalized diet plan after the test.

<https://bestlifeonline.com/i-did-genetic-testing-for-a-personalized-diet-and-it-changed-my-life/>

This a blog that explains the test in detail:

This link is for a sample of the genetic test of Geno Palate. This test result will share science than the result of the gene test. For example, it will include “fat” factors (fat is energy, and it is needed fat vitamin absorption), then it includes “your result”: the percentage of calories that comes from fat. And LDL, HDL, and its relationship with weight loss. Finally, it will include a key source of fat.

<https://cdn.shopify.com/s/files/1/0272/9689/0928/files/GenoPalate_Sample_Report.pdf?3758>

Compare tests

These for links have a blog about comparing the top genetic tests. I found the similarity between them is food sensitivity, intolerance, and meal plans. The blog had a well-detailed composition between the standard criteria.

* GnoPlalte is best for clear food recommendations, which includes 23 nutrients, more than 85 personalized food recommendations, more than 16 food categories. It also Indicates your alcohol and caffeine metabolism. Additionally, the types Tell gluten and lactose sensitivities, which is people are very interested in finding out about it nowadays. GenoPalate offers personalized recipes for fees.
* Vitagene is the best value. It offers ancestry, meal plan, calories breakdowns, alcohol metabolism, caffeine metabolism, and sodium intake. Other than health and Ancestry report, it also includes 90 days of supplements. There is a perfect description of the other tests int the link below.
* **Cost**

The following are several pricing elements related to a custom, private-labeled program using our systems and architecture:

·         Custom program development: $1,600

o    Combining several traits from GxSlim, GxRenew, GxNutrient, etc., into one private-labeled program (you choose the “base” program and we will go from there)

o    Max 30 traits in the one program

o    Does not include any content changes

o    The specs & you provide us the artwork for your report covers & online client results portal.

o    The report in a PDF and do not want the interactive online results portal, price will drop to $1100.

·         Customized trait content: $50 per trait; optional

o    Custom content within every outcome of the trait (you can edit or change the content provided, like the success strategy or recommendations.

o    Editable documents per trait you want to edit, you make your edits & we then implement your changes

·         Product placement within trait outcomes: $300 for up to 50 SKUs/product/trait outcome combination; optional

o    Includes imbedded graphic, brief description, and link to external e-commerce site for each placement

o    Maintenance charges (if you remove / edit placements at a later time)

·         Custom URL for client portal and automated email messages; optional

o    $300 setup fee

o    $300 per year maintenance fee (SSL certificate cost)

o    This means you would remove the company from the “sign-in” to the results portal & “register kit” for drop shipped kits URL addresses and also would have your own email address

·         Custom test kits: Stickers or Die Cut Kit; optional

o    Create your own label utilizing a custom sticker (adds about $1 to the cost of your test kits)  this is what most choose

o    Or a die cut complete box, but requires a minimum advance purchase of 500 kits, $14-$10 per kit based on volume of order.

·         Custom trait development: $2,500 per trait; optional

o    Assumes quality genetic research exists to support trait creation

o    Includes genetic research, algorithm development, content development and implementation into our architecture (client portal and PDF versions)

o    Time estimate for completion would be ETA

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