

# Comprehensive Dietitian Practice Assessment

## Personal & Professional Background

1. **What is your professional background and qualifications?**
  - *Registered Dietitian since 2021*
  - *Computer programmer and analyst (graduated in 2001, no work experience)*
  - *Sales and purchase expert*
2. **What motivated you to specialize in IBS, low FODMAP diet, weight loss, diabetes type 2, and cholesterol?**
  - *Weight Loss: is the biggest market for dietitians*
  - *Diabetes type 2: I am diabetic myself*
  - *Cholesterol: it goes with diabetes and weight loss*
  - *Weight loss, diabetes type 2 and cholesterol are usually somehow interconnected*
  - *IBS and low FODMAP: An empty niche in brussels*
3. **What is your vision for your practice?**
  - *Become a franchising business*
  - *Having a business with employees that later generates passive income*
  - *Becoming a reference among dietitians*
4. **How would you describe your professional strengths and weaknesses?**
  - *Strengths: innovation, expertise based on heavy scientific and medical knowledge, constant self learning and self improvement, my provided solutions work, 99,9% of all my patients love me, i have hundreds of positive reviews in doctoranytime.be, and a lot of positive reviews in google*
  - *Weakness: finance (not comfortable financially what pressures me), age (52 years old), don't stop working, when business is down i panic, as soon as business becomes better i forget that there will be bad days, i don't plan enough in advance to be financially safe during rainy days*

## Business Structure & Operations

5. **What is the legal structure of your business?**
  - *Sole proprietorship*
6. **Do you have any employees or contractors?**
  - *No*
7. **What software systems are you currently using in your practice?**

- *Examples: Nutrium (nutrition software), Acuity (scheduling), QuickBooks (accounting), Canva (design), Later (social media scheduling)*
  - *Please note your satisfaction level with each system (1-5 scale)*
  - *Nutrium (2) nutrition software*
  - *Accountable (4) accounting*
  - *Excel (3)*
  - *Biody Manager (4) body composition software*
  - *Claude 3.7 (4)*
  - *Gemini 2.5 pro (3)*
  - *Perplexity (4)*
  - *Heygen (3)*
  - *Capcut (3)*
  - *Freepik (3)*
  - *Different video and image generators (2)*
- 8. What is your current appointment scheduling process?**
- *People find me online via google business, doctoranytime.be or my website diaeta.be. After that either they make their appointment online or they call me for an appointment. For follow ups, it is done at the end of each consultation.*
- 9. What is your consultation structure and process?**
- *First appointment is between 40 and 60 min, first follow up between 30 and 40 min and happens usually after 2 weeks and then once a month a 20-30 min appointment.*
- 10. How do you currently manage patient communications between appointments?**
- *It is mainly via the messaging system of the Nutrium app and usually it is very quick response, less than 1 hour. Rarely via sms or email.*
- 11. What systems do you have for tracking patient progress?**
- *Food diaries in Nutrium with daily evaluations of their meals, Regular weight tracking, regular body composition tracking via Biody control, regular fluid intake tracking via Nutrium, Symptom journals for IBS patients, blood test via their general practitioner when needed..*
- 12. How do you currently handle billing and payments?**
- *Cash and QR Code via my mobile phone*

## **Client Base & Service Offerings**

- 13. Who is your ideal client? Please describe in detail.**
- *Weight Loss: 90% woman and 10% man. 80% women between 30 and 55, 10% between 18 and 25, 10% over 60. Man: 95% 40-60. Diabetes and cholesterol: newly diagnosed patients where their doctors asked them to see a dietitian. Patients are at 99,9% educated and at least middle income. 40% of my patients are from the European commission.*
- 14. How many active patients do you currently have?**
- *For now around 86 patient (IBS: 11, Diabetes: 2, Cholesterol: 2, Weight Loss: 71)*

**15. What is your current patient retention rate?**

- 50-75%
- *At least 4-5 sessions, rarely less, a few quit after the first session and very few after the second.*

**16. What specific services/packages do you currently offer?**

- *Only a package for couples at 130€ instead of 2x 80€ (160€)*

**17. Do you offer any digital products or services?**

- *None*

**18. What are your most and least profitable service offerings?**

- *Most profitable are follow ups as they take max 30 min and price is 50€ with little effort, followed by 1st follow up for 80€ 40 min and then 1st appointment for all services at 80€ for 1 hour.*

**19. How do you differentiate your services from other dietitians?**

- *Body composition, I explain in detail all aspects of what and why we are going to do what we will be doing, all evidence based. The strategies I follow are quite easy to hold and no restrictions which gives the patient a great experience. I am available 24h a day and 7/7 for all questions via the Nutrium app. Patients have an app for communication and their food diary is reviewed several times a day.*

## **Financial Overview**

**20. What is your current monthly revenue?**

- *Options: \$5,000-\$10,000*
- *75% Weight loss, 5% diabetes, 5% cholesterol and 15% IBS*

**21. What are your major business expenses?**

- *Examples: Office rent, Software subscriptions, Marketing costs, Professional development*
- *Please provide monthly amounts for each category*
- *Rent of 8 offices (BKS: 150€ Sat 9.00 AM-1.00 PM, Tenbosch: 270€ Thursday 1.00 PM-6.00 PM (every 2 weeks) & Saturday 2.00 PM-6.00 PM, Revago: 150€ Tuesday 2.00PM-8.00PM every 2 weeks, Espace Pluridys: 147,93€ Wednesday 2.00 PM-8.00PM, Wolu20: 200€ Thursday 1.30 PM-8.30 PM every 2 weeks, MedicAlix : 135€ Tuesday 2.00 PM-8.00 PM every 2 weeks, Etrimeaux 120€ Monday 12.30 PM 4.30 PM every 2 weeks, MediWoluwe: 265€ Monday 11.00 AM -5.00 PM every 2 weeks & Monday 5.00 PM-9.00 PM*
- *Nutrium (dietitian software) 95,59€ monthly*
- *Parking 120€ monthly*

- Accountant: 151.25€ monthly
- Accountable (accountant software): 157.54€ yearly
- Car tax: 146.96€ yearly
- Car credit: 324.43€ monthly
- Car insurance: 1200€ yearly
- Tax: 1200€ monthly
- Fuel : 100€
- Mobile phone subscription: 35€ monthly
- Cotisation sociale: 1400€ every 3 months

**22. What is your current pricing structure and how was it determined?**

- *My prices were determined based on the fees of other dietitians and my running costs. I charge for all 1st consultations 80€ for 1h, 1st follow up is 80€ 40 min and all other follow ups is 30 min 50€*
- *When was the last time you raised your rates? Summer 2023*

**23. Do you accept insurance? If so, which plans?**

- *No*

**24. What is your current profit margin?**

- *I don't know*

**25. Do you have a business budget? If so, how closely do you follow it?**

- *No*

## Marketing & Client Acquisition

**26. How do clients currently find you?**

- *Referrals from doctors, Referrals from clients, Google search, doctoranytime.be*
- *Google 45%, doctoranytime.be 45% referrals 10%*

**27. What marketing activities are you currently engaged in?**

- *None*

**28. What is your website URL and when was it last updated?**

- <https://diaeta.be> i am updating it now.

**29. Describe your social media presence:**

- *Instagram, TikTok, LinkedIn, Facebook, Threads (only for IBS), google business (8 sites)*
- *Linkedin: 202 connections mainly gastroenterologists, Facebook: 29 followers, Instagram: 62 followers, Tiktok: 73 followers, threads: 11 followers*
- *1-4 times a week*

- *Engagement rates if known: almost 0*
  - *Content themes: IBS related content*
  - *Time invested weekly: 10-20h*
- 30. Do you currently track marketing metrics? If so, which ones?**
- *No*
- 31. What has been your most successful marketing initiative to date?**
- *Google business organic and doctoranytime.be*
- 32. Have you run paid advertising? If so, what platforms and results?**
- *No, as i am in the top 3 of google business and on the 1st page for google search*
- 33. How do you currently gather testimonials and reviews?**
- *Doctoranytime.be does it automatically by sending a request to every patient that has booked an appointment. For google business, every 2-3 months, I send an sms and email to happy patients.*
- 34. Do you have any referral partnerships with physicians or other health professionals?**
- *No*

## Schedule & Time Management

- 35. Provide a detailed breakdown of your typical work week:**
- *Hours spent on: Client consultations, Content creation, Administrative tasks, Marketing, Education/research*
  - *Consultations: +/- 65h monthly*
  - *Content creation: 15h weekly*
  - *Administrative tasks: 55h monthly*
  - *Education: 5h weekly*
- 36. What is your current client capacity per week?**
- *72 sessions per week at 50% capacity for now (high season)*
- 37. Do you currently use time blocking or other productivity systems?**
- *none*
- 38. What tasks do you find most time-consuming or inefficient?**
- *Social media content creation, sending sms to remind patients of their appointments, sending sms and email for google reviews, reviewing patients meals daily via Nutrium.*

**39. How do you currently balance content creation with client work?**

- *I create content in the evening after work and during the day when i have no patients*

**40. What aspects of your business do you most enjoy doing?**

- *Applying innovative strategies and therapies to my consultation, consultations with patients, applying AI to my business, studying and researching the latest findings in my field*

**41. What aspects of your business do you least enjoy or find most draining?**

- *Administrative tasks, Content creation, Financial management.*

## **Technology & App Development**

**42. What specific limitations have you encountered with Nutrium?**

- *The server's slow response and time-out errors when reviewing patient meals lead to significant time loss. Nutrium Patient App lacks calorie and macronutrient information display.*
- *Meal reviews are limited to "like" with no direct comment option.*
- *The food diary in the patient app is overwhelming and not user-friendly.*
- *Report customization is restricted; custom logos cannot be added and templates are preformatted.*
- *The app includes many unnecessary fields.*

**43. What features would be essential in your custom app?**

- *Food diary with FODMAP tracking, commenting the meals of patients, indicating nutritional values in patients app*
- *Nutritional values, meal commenting, FODMAP food diary*

**44. What budget have you allocated for app development?**

- *I would like to develop it myself, since I have no funds to purchase an app.*

**45. What is your timeline expectation for app development?**

- *No specific timeline*

**46. Have you researched other existing nutrition/dietitian apps? If so, which ones?**

- *Yes, all of them. The challenge is finding a multilingual app*

**47. How do you envision monetizing your app?**

- *Free tool for clients*

## Goals & Challenges

48. What are your top 3 business goals for the next 12 months?

- *Increase revenue by 30%, Launch custom app, Establish consistent content schedule*

49. What are the biggest challenges currently facing your practice?

- *Inconsistent client flow,*

50. What would success look like for you in 3 years?

- *Full-time practice with waitlist, fully online consultations, Recognized thought leader in IBS and weight loss management*

51. If you had unlimited resources, what would you change about your practice immediately?

- *Hire staff for marketing functions, Invest in latest technologies, Redesign website, create nutrition software with ai integration, develop my therapies and transform my business into a franchise*

52. What work-life balance goals do you have?

- *Reduce physical appointments, Create more streamlined workflows, Take regular vacations*

## Additional Information

53. What professional development or continuing education are you currently pursuing?

- *I am focusing on AI now and staying at the latest standards in my fields*

54. How do you stay current with research and developments in your specialties?

- *Pubmed, google scholar and deepsearch ai for IBS and wait loss. Tiktok, instagram and internet for AI*

55. Are there any industry regulations or compliance issues that impact your practice?

- *Nothing in particular*

56. Is there anything else you think would be helpful for me to know about your practice or goals?

- *My goal is that in 15 years i can sell my business for enough money to live a good pension, or developing in it in a way that i have a good passive income. I*

*would like to develop my business into an online business this way i can consult from anywhere in the world. My ultimate objective is to create a business that will provide me with financial security and freedom in the long term. Ideally, in 15 years, I would like to have two viable options:*

- **Selling my business:** I aim to build a successful and profitable business that I can sell for a substantial amount of money, ensuring a comfortable retirement and a good pension.
- **Passive Income Stream:** Alternatively, I would like to develop my business in a way that it generates a significant passive income, allowing me to live comfortably without being actively involved in its day-to-day operations.

Until then, I plan to transition my business into an online model. This shift will provide me with the flexibility to consult with clients from anywhere in the world, expanding my reach and potentially increasing my income. Additionally, an online business model can be scaled more efficiently and may require less overhead, contributing to higher profit margins and greater overall profitability.

## Website & Content Assessment

57. What is the primary goal of your new website?

- *Lead generation, Educational resource, Showcase.*

58. What content do you currently have ready for your new website?

- *Everything it needs*

59. How do you currently plan and create content across your platforms?

- *AI generated*

60. What types of content perform best with your audience?

- *I don't know yet*

## Competition & Market Analysis

61. Who are your main competitors in your specialty areas?

- *Can't really tell*

62. How does your pricing compare to competitors?

- *Higher*
- *More expensive, often resonates with luxurious and better quality*

63. What market trends are you observing in dietitian services for your specialties?



- *Microbiotics*

**64. What do you believe is your unique value proposition?**

- *My know how and easy to follow therapies*

## **Patient Journey & Experience**

**65. How do you currently map out the patient journey from first contact to becoming a loyal client?**

- *The patient schedules an appointment, and during the initial consultation, I conduct a thorough assessment, gathering information about their health history, blood work, family health history, water and food intake, and primary care physician. I also inquire about how they found me, any intolerances or allergies, habits, and their weight and body composition (excluding IBS patients).*

*Following this, I provide a detailed explanation of the upcoming process and their condition, if applicable. For the next two weeks, the patient logs their food intake using the Nutrium app.*

*After two weeks, IBS patients are shown high FODMAP foods from their food diary and given a list of low FODMAP alternatives, along with an explanation of the four-week elimination phase. For other patients, we review their food diary, which I've been monitoring daily, and discuss any challenges or necessary adjustments.*

*Subsequently, IBS patients are seen after four weeks to start the reintroduction phase. For all other patients, we meet again for a weight and body composition assessment and to address any questions they may have.*

**66. What feedback mechanisms do you have in place to understand patient satisfaction?**

- *No formal process*

**67. What are the most common patient objections or hesitations you encounter?**

- *Rarely price concerns, Time commitment, Previous unsuccessful diet experiences, mental state.*

## **Clinical Approach & Methodology**

**68. Do you follow specific protocols or methodologies for each condition you treat?**

- *Weight loss, T2D and cholesterol: a combination of mediterranean diet, microbiotics, chrono nutrition and intermittent fasting. IBS: a low FODMAP diet*
- *Weight loss, T2D and cholesterol: The patient has to follow a mediterranean diet, eat fermented products, avoid starches after 6.00 PM and fast for 16h and stop eating max 8.00 PM, not later. Low FODMAP diet: Phase 0: filling in a food diary for 2 weeks. After 2 weeks we meet and explain to him all high FODMAP products in his diet and hand him over a Table where on the left side you have all products high and moderate in FODMAP and on the right side all products low in FODMAP. Products are categorised by nature (fruits, vegetables, ...). Here we begin with the elimination phase where the patient will follow a strict low FODMAP diet. After 4 weeks, if symptoms have disappeared, we move to the reintroduction phase where the patient will reintroduce every FODMAP category for 3 days in ascending quantities and then put a break for 3 days or more. After every reintroduction, the patient will evaluate his symptoms. All this is done with the help of the MONASH FODMAP app which the patient has to download..*

**69. How do you measure clinical success with your patients?**

- *Symptom severity scales, Weight tracking, body composition tracking, Blood glucose improvements in some cases.*
- *IBS: patients should be symptom free after the elimination phase or at least barely no symptoms. Weight loss: The patient needs to return to a healthy fat mass, with a healthy muscle mass and bone density. For T2D and cholesterol, blood metrics should return to normal.*

**70. What assessment tools or tests do you use in your practice?**

- *Food-symptom journals, food diaries, Body machine for body composition and a scale*

## **Future Growth Avenues**

**71. Have you considered adding group programs or workshops?**

- *No, haven't had the time to think about it yet*

**72. Are there additional specialties or services you're interested in developing?**

- *Nutrigenomics. This is the future and i am offering it already but i can't find the time to develop it. I would like to introduce microbiotics into my therapies as this is the future too.*

**73. What are your thoughts on creating passive income streams related to your expertise?**

- *I haven't considered any yet, no time to develop it.*

## Personal Sustainability

74. What aspects of your current work schedule cause the most stress or burnout?

- *Administrative overload, Constant content creation pressure*
- *Administrative tasks are just boring and i am not very talented in content creation.*

75. How do you currently address your own wellness while running your practice?

- *I don't*

76. What support systems do you have in place for professional and personal development?

- *None*

## Content Strategy Specifics

77. How do you currently repurpose content across different platforms?

- *I am using Ai to suggest a subject and I let him create posts and articles for the different platforms and a script for a reel that I will realize either i speak directly or via Heygen with the help of image and video creating ai tools.*

78. What content creation tools are you currently using?

- *Capcut, heygen, freepik, claude 3.7, gemini 2.5 pro, perplexity, storm, Hedra, pika, ...*
- *Medium skill*

79. Do you have a content calendar or planning system in place?

- *Not ye*

## Additional Business Considerations

80. How do you handle seasonal fluctuations in your business?

- *I don't, i just wait*

81. What networking or professional communities are you part of?

- *None*

82. How do you currently track and measure overall business performance?

- *I don't*

## Analytics and Decision-Making

83. How do you currently use data to make business decisions?

- *I don't*

84. What key metrics would be most valuable for you to track regularly?

- *I don't know*

## Client Segmentation

85. Do you notice different needs or behaviors across demographic groups in your client base?

- *Only educated people and middle and high income people. 90% women*

86. Do you customize your approach based on client segments?

- *No*

## Remote vs. In-Person Services

87. Do you offer virtual consultations? If so, what percentage of your practice is virtual vs. in-person?

- *Only for IBS as for the rest I need to measure their body composition. Online consultation is about 5-10%*

88. What are your preferences and plans for service delivery going forward?

- *Expanding virtual services*
- *The challenge is that i need to find a way here i can either measure their body composition some how or find other metrics for measuring weight loss*

## Additional Specialized Information

89. Do you collaborate with any complementary healthcare practitioners?

- *Not directly, but some have heard about me and they send me patients.*

90. How do you handle nutritional supplement recommendations in your practice?

- *Recommend but don't sell*

**91. What is your current status regarding insurance credentialing and acceptance?**

- *Insurances reimburse from 10-25€ per session with some insurances reimburse only 4-6 sessions per year.*

**92. How do you approach continuing education for your specialized areas?**

- *I try to search the web when i have time*

**93. How do you develop and distribute patient educational materials?**

- *I prepared some materials 5 years ago and I am still using it.*

**94. Do you have documented standard operating procedures for key business processes?**

- *No*

**95. Which of your service packages have the highest completion and success rates?**

- *I have no service packages.*