

# What's on the menu? Studies, Programs, and Clinical Outcomes

John Schoonbee

## STEAKHOUSE MENU

### STARTERS

BEEF CARPACCIO

STEAK TARTARE

GRILLED BONE MARROW

### MAINS

RUMP *Grass-Fed*

HANGER *Scottish*

SIRLOIN *Prime*

FLAT IRON *Prime*

RIBEYE *Dry-Aged*

### FOR SHARING

PORTERHOUSE *Dry-Aged*

CHATEAUBRIAND *Prime*

TOMAHAWK *Dry-Aged*

### SAUCES AND SIDES

BEPPERCORN

BEARNAISE

GREEN BEANS

MIXED SALAD

# Aspects of programs

## Information and Awareness

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## Digital support (App)

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## Bio feedback

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## Community Support

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## Coaching

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## Integrated medical support

- Physician support
- Personalized metabolic health assessment
- Medication management, Holistic medical oversight

## Specialist support

- Metabolic psychiatry
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## In-person/patient programs

- In-person training/support sessions
- Sustainability & relapse prevention plans
- Alumni /maintenance community; Periodic metabolic check-ins

# Examples of program types

**Freshwell**  
LOW CARB PROJECT

## Real Food – Good Health

Welcome to the Freshwell Low Carb Project  
Encouraging members of our community to live a Real Food Low Carb lifestyle so they may be as healthy as possible

**Low carb and keto made simple**  
with the #1 low-carb & keto website in the world

Start free trial Learn more

**THE LIFESTYLE CLUB**  
**EVERYONE NEEDS SOME TLC!**

SUPPORT GROUP

COACH

**All the tools you need for a happier, healthier life.**

At Gro, we believe wellness is more than a goal—it's a lifestyle. Explore our range of powerful tools and resources designed to support your physical and mental wellbeing.

From expert coaching and personalised health programs to nutrition tracking and mental wellness support, we've got everything you need to thrive.

Get started

**LEVELS**

**Defeat Diabetes**

Our Program Evidence Reviews Join Now

**NEW!**

## Lower your blood glucose in 12 weeks

Australia's only clinically proven program to help you regain control of your blood glucose — with education, support, meal plans and expert guidance to build habits that last.

**INSULIN IQ**

- EDUCATIONAL COURSES, WEBINARS & MATERIALS
- ONLINE COMMUNITY MEMBERSHIP
- ONLINE ONE-ON-ONE COACHING
- ONLINE MEDICAL CONSULTATIONS

**level2**

**TOWARD HEALTH**

**virta**

**Ultra Processed Food Addiction and Binge Eating Program**

Do you struggle with binge eating, overeating ultra-processed foods (UPFs) or food addiction?

**Leefstijl als medicijn**

Home Leeromgeving Shop Word lid Log in

## Werk aan je gezondheid met opleidingen, trainingen en zelfstudies

Met onze leeromgeving krijg je direct toegang tot gratis webinars en verdiepende trainingen over leefstijl en gezondheid. Wil je praktische hulpmiddelen om zelf aan de slag te gaan? Ontdek dan in de webshop ons aanbod aan e-books en leefstijlmaterialen.

**Voeding Leeft**

## Expert in leefstijl

Bekijk hoe wij je kunnen helpen

Keer Diabetes2 Om

**MH<sup>2</sup>**

- BM : “I had a treadmill desk when I turned 42, so I was standing all day and walking 1 to 2 miles per hour, all day, including during meetings. **And still I was unable to drop weight.**”
- BM : “I just kept at it...I thought, “There’s got to be an answer to this, I’ve just not found it.”
- BM : “For the 20 years between 40 and 60 years old, **anything that anybody threw my way I engaged in, and it did not work.**”
- BM : “ There was concern that the glucose was rising and that I was pre-diabetic, but nobody had answers because the answers were lifestyle.”
- *“In order for you to get these numbers in order, you need to follow this program.”* It didn’t matter if the doctor was in Europe or Asia or the US. ... I was told to
  - **“Make sure (you) exercise three times a week.”** Okay, I exercise six times a week.
  - **“You need to get your heart rate above X amount for 20 min.”** Okay. I do that.
  - **“You have to do 10,000 steps.”** I do that.
  - **“Have you considered a plant-based diet?”** I’ve been on a plant-based diet for three years.
  - **“How much alcohol do you drink?”** I stopped drinking alcohol.
  - **“How much processed sugar do you have?”** I stopped that 20 years ago.
- BM : “Then everybody just goes, ‘We have no idea. We don’t know what to tell you.’”



- HEALTH COACH : “For two weeks, I just want you to monitor and eat, and let’s just see **what’s happening with your glucose.**”
- BM : “I don’t have a glucose problem. I don’t have an insulin problem. I don’t have a diabetes problem. I’ve watched this, my dad has diabetes, so I’m a little sensitive to it...”
- **Quinoa, cooked (then chilled) sweetpotato....everything caused a glucose spike. Eventually got to 30 foods that didn’t cause a glucose spike....**
- BM : ....“I have found is that there are foods I can eat **if I eat them in the right order.** If I eat my protein first, and then I have a carb, it absorbs much better for me.”
- BM : “And then I went to have my checkup. I received a text from my internist who just said, ‘Holy shit, I’ve never seen anything like this.’ It was crazy. My A1C went from 6.1 to 5.2, my glucose went from 117 to 84. My insulin went from 30 to 5. It was nuts ...”
- **Lost 80 pounds 7 months in...**



PERSONAL STORIES | EXPERT Q&A

### How Betsy McLaughlin changed her diet

The former CEO and executive leader shares how CGM changed her idea of healthy food and radically improved her metabolic health

<https://www.levelshealth.com>

Biofeedback



...I was taking 14 different medications for my diabetes, high blood pressure, and mental health issues—stuck in a vicious cycle of always taking more medications, yet never feeling better.

Two years later, I've reversed my diabetes, and no longer suffer from insomnia, panic attacks, and PTSD. Plus, I've lost 45 pounds and am off all 14 drugs.

I've completely changed the trajectory of my mental and physical health.

Support, coaching, knowledge,  
biofeedback



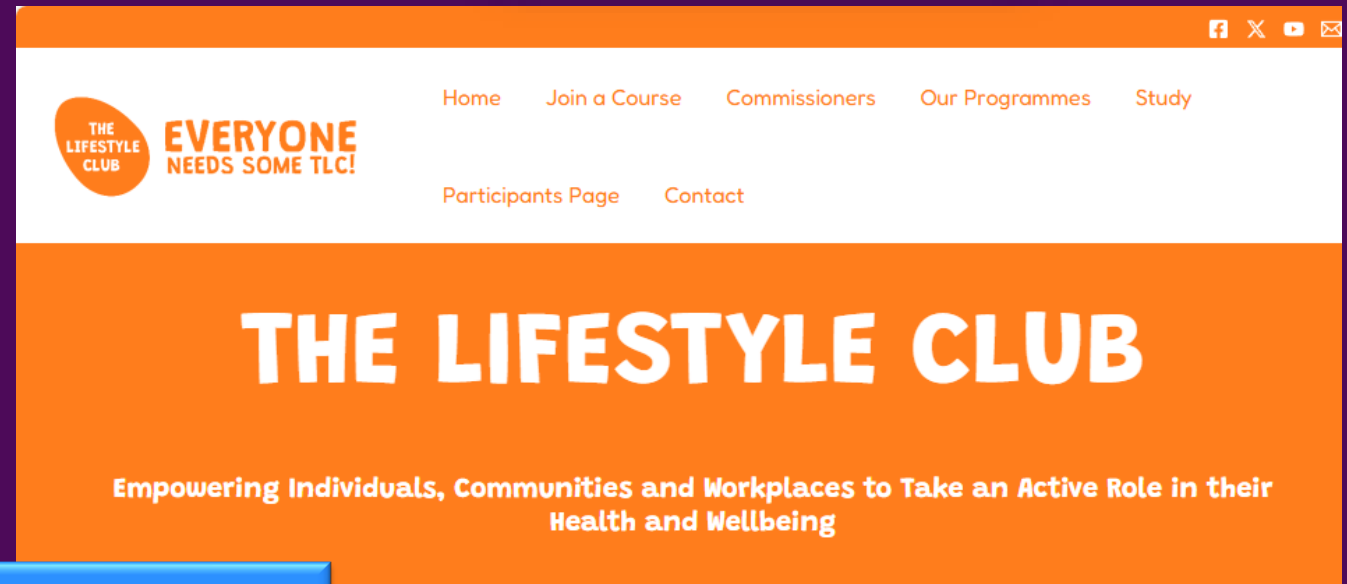
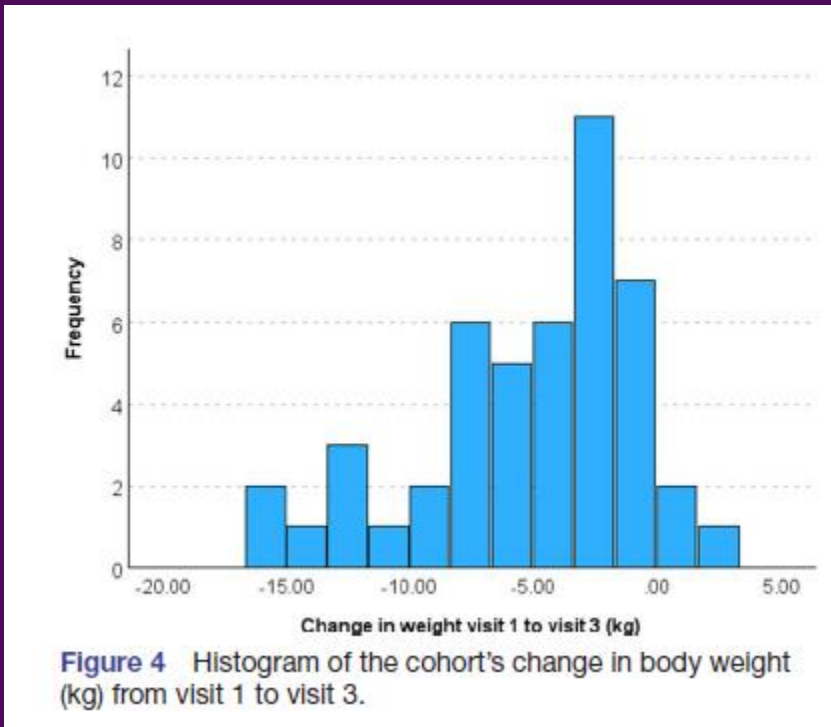
Knowledge, encouragement, no tech

Hi John, this is [redacted] I just wanted to tell you that I am following your posts on linkedin, and I am very interested in the topic sugar and ultra processed food. I am now 16 months on a ketogenic diet, lost almost 50 kgs and feel reborn.

Knowledge, biofeedback



Knowledge, AI support, “biofeedback”



Knowledge, group support

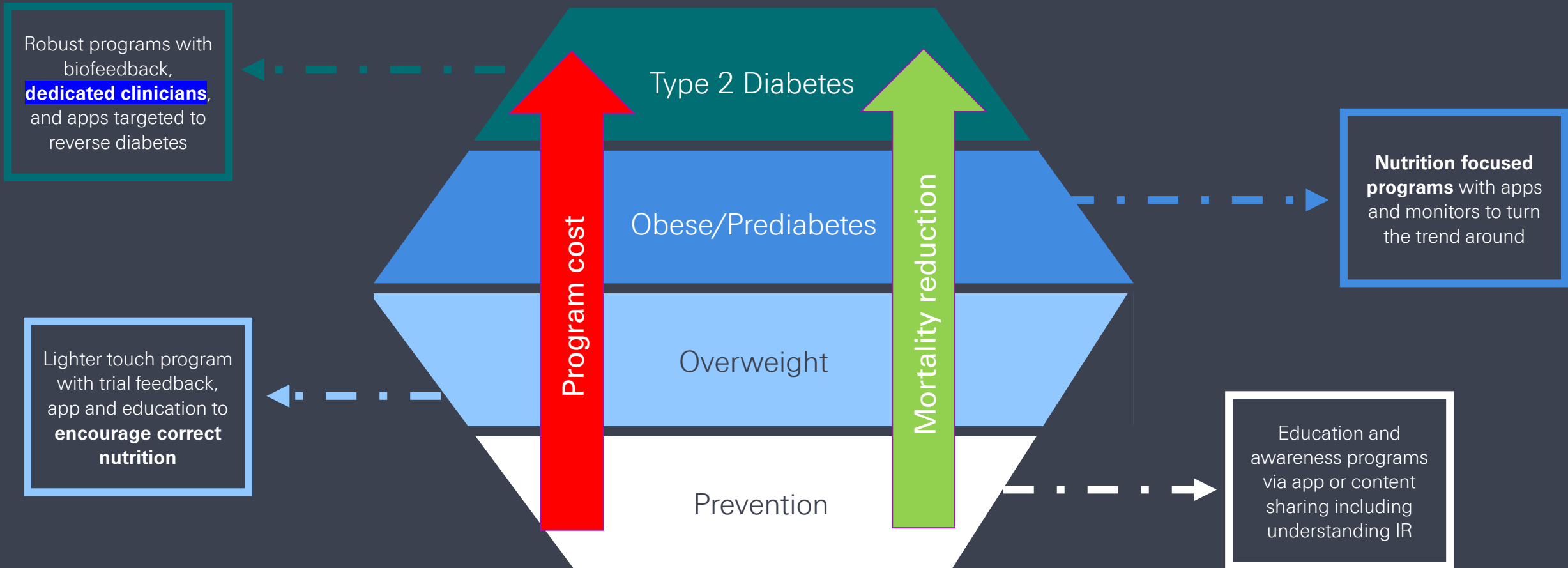
# Approaches

ROI/disease severity model

Predictive model

Escalating model (especially interesting with AI nutritionist/coaching)

# Metabolic Target Groups – an ROI based perspective



# Predictive approach

*Swiss Re Institute & AXA research fund collaboration*



The screenshot shows the Swiss Re Institute website. The navigation bar includes 'Swiss Re Group', 'Swiss Re Institute', 'Reinsurance', 'Corporate Solutions', and 'Swiss Re Foundation'. Below this, there are links for 'Research', 'Public Affairs', 'Partnerships', 'Executive Education', and 'About us'. The main content area features a large image of hands pulling on a rope. Below the image, the text reads: 'Swiss Re Institute > Partnerships', 'Joint Risk Resilience Partnership: Funding Research on Systemic Risks', and 'Swiss Re Institute - AXA Research Fund'. At the bottom, there is a 'Duration' section indicating 'From 30 Nov 2023 - 31 Dec 2026' and a 'Share' button.

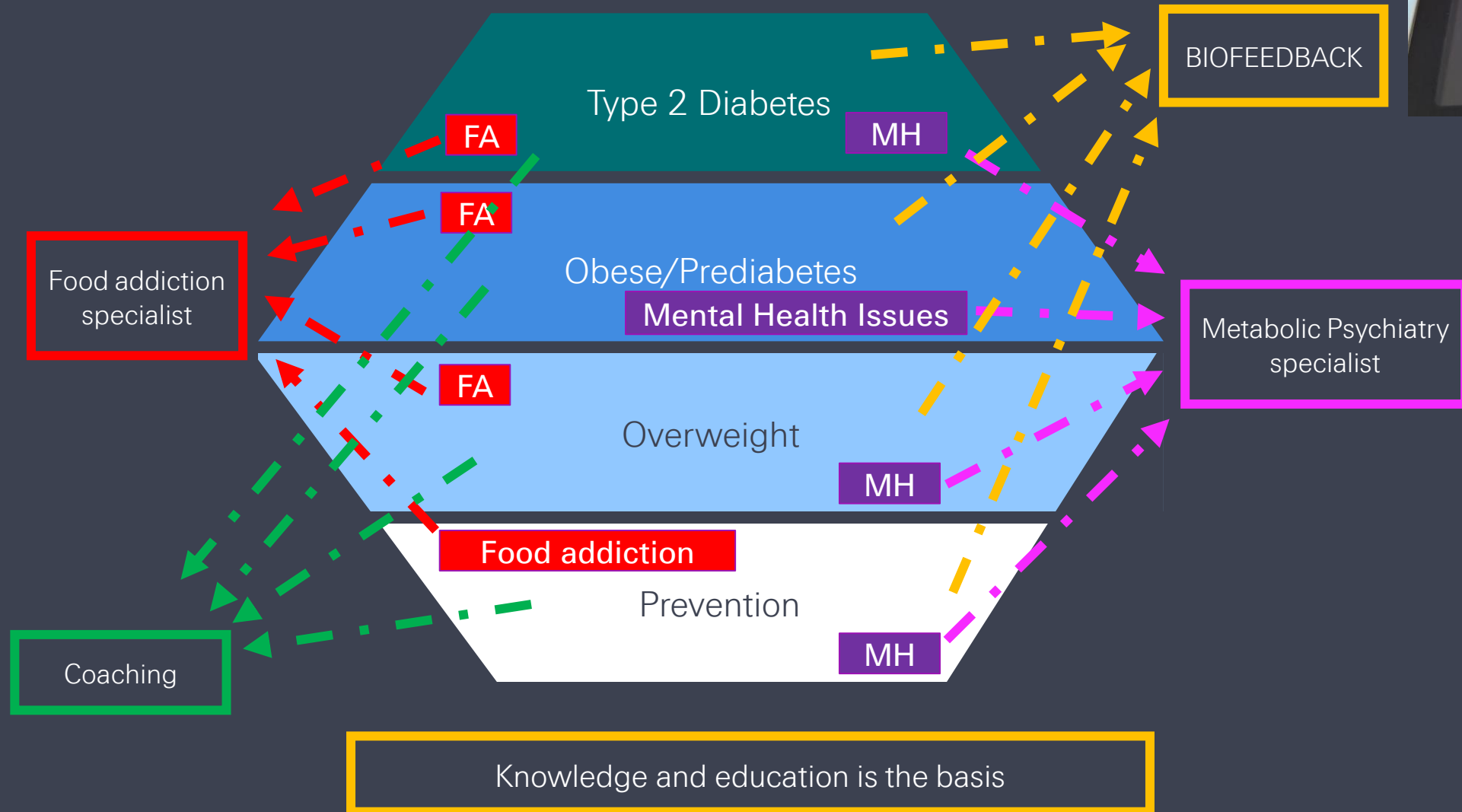


The screenshot shows the AXA Research Fund website. The AXA logo is in the top left, and 'Research Fund' is in the top right. The navigation bar includes 'About the fund', 'Fund your research', 'Funded projects', 'Get research insights', and 'MasterScience'. The main content area features a large blue and orange graphic with the text: 'Because science is at the heart of human progress'. Below this, there is a text box that reads: 'Now part of the AXA Foundation for Human Progress, the AXA Research Fund is AXA Group's global scientific philanthropy initiative. Launched in 2008 to address the most important issues facing our planet, we support human progress by funding research in key areas related to risk and helping inform decision-making based on science. We are the cornerstone of the Science Pillar of the AXA Foundation for Human Progress launched on June 30th 2025.'

## Behavioral Shifts for Longevity: Matching Individuals to Scalable Metabolic Health Interventions

We propose research to develop a predictive framework that guides individuals to the most appropriate carbohydrate-intake-focused metabolic health program based on their unique needs, risk profile, and behavioral readiness.

# Escalating approach (depending on need)



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