

CASE STUDY

Levels, a health and habit tracking platform, partnered with Season Health, a national network of Registered Dietitians and Food as Medicine platform, to examine how personalized dietary support from registered dietitians could influence user behavior focusing on food logging, purchasing decisions, and membership retention.

Through this collaboration, Levels connected patient CGM data with action. While Levels users already had access to rich, personalized insights, Season's dietitians translated that information into tailored clinical guidance. These interventions turned data into practical support, driving more consistent engagement and sustained interaction with the Levels platform.



THE RESULTS

Levels members who worked with Season dietitians demonstrated measurable, lasting improvements in food logging, healthier purchasing patterns, and higher retention rates.

Key insights

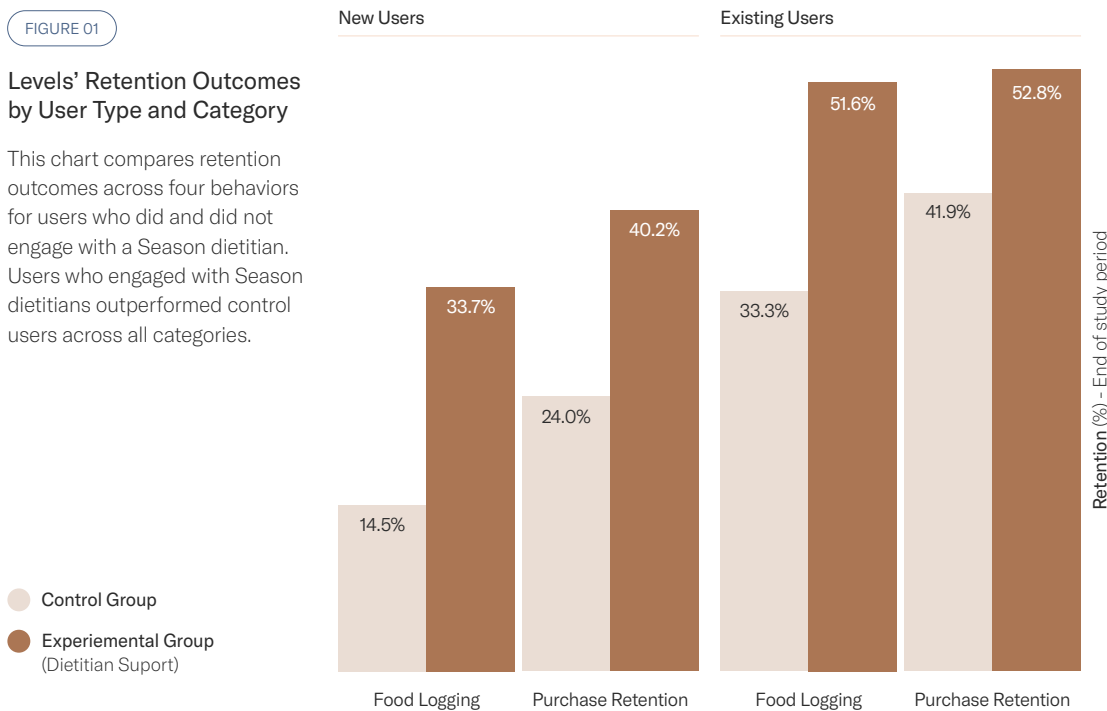
Across both new (starting January 2025) and existing (pre-January 2025) segments, users who engaged with Season dietitians—turning their Levels health data into personalized clinical action—were **2.3x more likely to log food, 1.7x more likely purchase CGM monitors, and 2.2x more likely to remain active members.**

These effects are not isolated as they follow a clear, repeatable pattern tied to dietitian engagement.

FIGURE 01

Levels' Retention Outcomes by User Type and Category

This chart compares retention outcomes across four behaviors for users who did and did not engage with a Season dietitian. Users who engaged with Season dietitians outperformed control users across all categories.



2.3x

New users saw the most significant gains in food logging.

1.7x

New users saw an increase in CGM purchase retention.

+11%

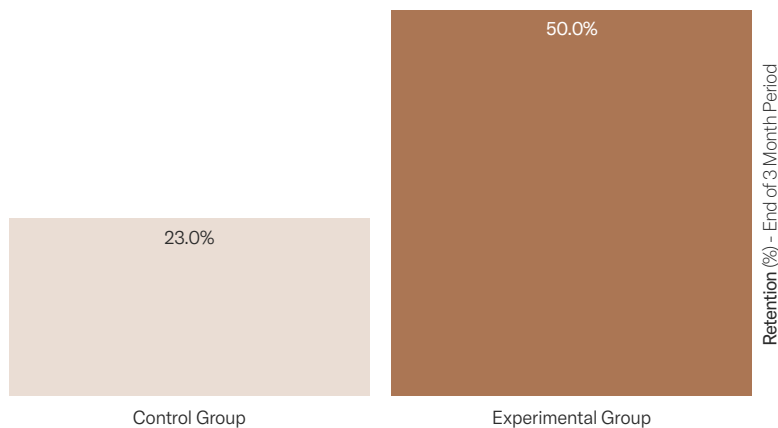
Existing users also showed meaningful improvements, especially in purchase retention.

Dietitian support consistently drives higher engagement, regardless of user type.

FIGURE 02

Levels Monthly Membership Retention

This chart compares membership retention at the end of a 3-month period for the control group and the experimental group (with Season dietitian support).



50%

By month 3, 50% of supported users were retained vs. just 23% of the control group.

Dietitian engagement slows churn and helps sustain long-term membership.

Overall takeaway

The data shows a clear trend when user demand for personalized support tied to their health data is met, they stay engaged longer and use key features more consistently.

For digital health platforms, this addresses the common challenge of turning early interest into a sustained behavior change. Integrating expert guidance in the form of Season Health dietitian support is a lever for improving core metrics like retention, repeat purchasing, and membership engagement.

About Levels

Levels helps members reach their health goals with AI-powered food logging, habit tracking, and custom insights. Members can add tools like continuous glucose monitors, dietitian coaching, and lab tests for a more complete picture of their health. Levels is an a16z-backed health tech startup founded in 2019 that's leveraging wearable biosensors and testing to provide feedback on how members can use diet and lifestyle choices to reach optimal health.

The Levels Advisory Board includes key thought leaders, clinicians, and researchers in metabolic health, including:



Ben Bikman, PhD



Dom D'Agostino, PhD



Dr. Sara Szal Gottfried



Dr. Robert Lustig



Dr. Casey Means



Dr. David Perlmutter



Dr. Terry Wahls

About Season Health

Season Health is the only integrated clinical nutrition solution that drives engagement, outcomes, and cost-of-care reduction across populations, powered by its food-as-medicine platform. With one of the largest networks of registered dietitians and a curated food market of national and local vendors, Season empowers individuals and their families to make informed, sustainable choices, measurably improving both health outcomes and quality of life.

Learn more at seasonhealth.com

