

# 5 Ways Health & Wellness Companies Can Win Business Using Science

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For start-ups and early-stage health & wellness companies, standing out in a competitive market can feel overwhelming. With limited resources and a crowded field full of misinformation, building trust and credibility is critical.

The good news? Leveraging science-backed strategies can help you win business, gain consumer trust, and position your brand as a credible, innovative leader—right from the start. These strategies not only provide a foundation for growth but also ensure your company is built on trust and long-term value. Here are five proven ways to integrate science into your business strategy and set your company up for success.

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## 1. Launch a Business that Delivers Evidence-Based Solutions

Start-ups and early-stage companies often look to the published literature for inspiration when developing products or programs. Evidence-based solutions are programs, products, and services grounded in scientifically reviewed and published research. These may include educational content, screening tools, condition management resources, coaching and behavioral support, health tracking tools with data insights, and complementary programs tied to medical care, such as procedures or prescription medications.

It is important to base your programs on widely accepted evidence rather than obscure, one-off findings. Following clinical and scientific evidence from the start can help you avoid costly mistakes and ensure your offerings are credible. This approach allows you to confidently enter the market with solutions that are backed by science and trusted by stakeholders.





## 2. Back Your Claims with Peer-Reviewed Studies or Clinical Trials

Credibility is critical for any health & wellness company, and consumers, providers, payers, and other stakeholders trust solutions that have been clinically and scientifically validated. Start by citing high-quality, peer-reviewed studies that directly support your programs and claims. Highlighting relevant research in your messaging ensures your audience knows your solutions are grounded in proven science. Use clear and transparent communication to showcase these studies across your website, marketing materials, and presentations. Doing so builds trust with your customers and positions your company as a provider of legitimate, science-backed solutions.

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## 3. Conduct and Share Your Own Research

Conducting original research is a powerful way to distinguish your brand as a leader in the health & wellness industry. It builds credibility and sets you apart from competitors who rely on anecdotal claims. If you don't have in-house research capabilities, consider partnering with researchers, health professionals, universities, or independent labs to validate your products or services.

Once the research is complete, share your findings in accessible and engaging formats. This can include publishing transparent reports, creating case studies that highlight real-world success, and providing easy-to-read summaries for broader audiences. Additionally, presenting your results at scientific and industry events can further demonstrate your authority in the field. To take it even further, aim to publish your findings in peer-reviewed journals or submit abstracts to leading scientific conferences. Co-presenting with research partners or customers can add additional layers of credibility and demonstrate the collaborative nature of your approach.

*"During my time with the Quit for Life Program (now operated by RVO), our company regularly conducted original research and partnered with academic researchers to prove the effectiveness of the program and to make discoveries about the value of program improvements. Our marketing team routinely incorporated our science into promotional materials."*





– S. Zbikowski  
SVP of Clinical and Behavioral Sciences  
Alere Wellbeing (formerly Free & Clear)

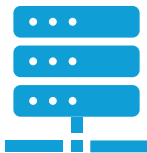


## 4. Communicate Science Clearly

One of the most important aspects of leveraging science in your business is making it understandable for diverse audiences. Present your research findings in formats tailored to your audience's needs. For example, use case studies to highlight specific successes, provide transparent reports for stakeholders seeking detailed insights, and create easy-to-read summaries for general consumers. Social media posts and webinars also can be effective ways to make your findings more engaging and accessible.

To further establish thought leadership, consider publishing your results in peer-reviewed journals and submitting abstracts to scientific conferences. These steps not only enhance credibility but also help position your brand as a trusted authority in the health & wellness space. Clear communication ensures that your audience fully understands the value of your offerings and reinforces trust in your brand.

-  Detailed Reports: Provide in-depth insights tailored for stakeholders and decision-makers.
-  Concise Summaries: Simplify complex findings for broader, general audiences.
-  Transparent Case Studies: Showcase real-world successes and applications with clarity.
-  Engaging Presentations: Share your work at key industry and scientific conferences to build credibility and visibility.



## 5. Build Systems Early for Data and Insights

From the very beginning, it's essential to establish systems for collecting and analyzing data. These systems should support research analysis, case studies, product improvement, and program validation. Many companies find themselves overwhelmed with data that is poorly organized or disconnected from participant outcomes.

Avoid this pitfall by consulting with healthcare researchers or behavioral scientists early in the process. They can guide you in determining what data to collect and how to analyze it effectively using appropriate statistical approaches. A well-structured data system not only demonstrates the impact of your offerings but also supports evidence-based decision-making and future growth.



## Key Takeaway

For start-ups and early-stage health & wellness companies, prioritizing science, communicating it clearly, and focusing on evidence-based trust can set your brand apart. By embracing these strategies, you will establish credibility, attract loyal customers, and drive long-term success.

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### Ready to Take Action? Partner with inZights Consulting!

At **inZights Consulting**, we specialize in helping start-ups and early-stage health & wellness companies build science-backed strategies that gain trust and drive results.

We can help you conduct and share original research tailored to your brand, build systems to gather and analyze data, and develop clear, science-backed messaging and content.

Additionally, we guide you through publishing, presenting, and communicating results effectively.



Let us work with you to transform your business through science.

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