



## WE UNDERSTAND THE VALUE OF PARTNERSHIPS

Our research studies and subsequent campaigns are fully integrated into marketing and communications strategies of research sponsors. We work extensively prior to launch of research studies and continue to work hand in hand once findings are available from these studies with research sponsors to maximize the impact of our results. We never forget that successful campaigns are based on solid partnerships.

## WE ARE NIMBLE AND FLEXIBLE

As a private research laboratory we can apply flexible models to effectively meet the needs of our research sponsors, and can assure confidentiality, if necessary, to our research sponsors in contrast to university based research laboratories which carry numerous restrictions and high overhead. We are nimble enough to develop flexible plans to accommodate research, publishing and marketing priorities of research sponsors. We are highly efficient and goal oriented and we keep overhead to a minimum.

We employ an exclusive full time team of researchers, which guarantees consistent and reliable work. We deliver projects on time and on budget. Our extensive communications background and skills ensure seamless and rapid communication of findings.

## WE ARE RIGHT SIZED AND STATE OF THE ART

Our two research laboratories in Orlando and Celebration, Florida, offer over 10,000 square feet of dedicated research space and state of the art equipment. The number of research subjects who are studied in our two metabolic units exceeds most university general clinical research centers every year. We offer an array of advanced imaging and analytic capabilities. Our publishing team is highly skilled in executing publishing projects ranging in size from academic textbooks and trade books to journal articles and abstracts.

We are large enough to run randomized controlled trials with 200 to 400 subjects, yet small enough to conduct pilot studies with 20 to 30 individuals. We are expert at efficient recruitment with a longstanding record of success in this area.

## WE BRING PASSION, COMMITMENT AND PERFORMANCE TO ALL WE DO

Our laboratory motto is "Passion, Commitment and Performance." We believe our work and collaboration with committed research sponsors truly changes the world to make it a better, healthier place. These beliefs motivate everything that we do.

## OUR SERVICES AND CAPABILITIES

The RLI team has expertise and an extensive track record in an array of services which we bring to play, as needed, for all our research sponsors. These capabilities include the following:

- **High level state of the art science and research techniques** essential to the credibility of the projects we undertake.
- **Publication and presentation of findings.** We strive to work in collaboration with our research sponsors to publish findings in high impact journals and present our results at high level medical and scientific meetings around the world.
- **Coordination of symposia.** Utilizing our expertise and extensive network of contacts among other high level researchers, we coordinate symposia in the U.S. on key topics of interest to our research sponsors both in the United States and around the world.
- **Establishing scientific advisory boards.** We have established and coordinated scientific advisory boards involving experts from around the world for multiple research sponsors.

*(continued on next page)*



**RLI is the research division of Rippe Health.**

Find more information about Dr. Rippe and the RLI research team at [RippeHealth.com](http://RippeHealth.com).

**RIPPE HEALTH** 215 Celebration Place • Suite 300 • Celebration, FL 34747 • (321) 939-2396 • [acontinelli@rippelifestyle.com](mailto:acontinelli@rippelifestyle.com)

**RIPPE LIFESTYLE INSTITUTE** 21 N. Quinsigamond Ave • Shrewsbury, MA 01545 • (508) 756-1228

Many of Dr. Rippe's books can be found at [amazon.com/author/jamesrippemd](http://amazon.com/author/jamesrippemd).

# Rippe Lifestyle Institute

## OUR SERVICES AND CAPABILITIES (cont.)

- **Establishing research institutes.** We have coordinated and collaborated with sponsors to establish research institutes in diverse topics including fitness walking, computerized exercise equipment, the value of breakfast and general scientific and nutrition issues. We also supply content for our web based research institutes.
- **Webinars.** We have conducted and coordinated close to 50 webinars for multiple research sponsors. Some of these webinars have between 4,000 and 5,000 participants.
- **Coordination with public relations and marketing firms.** We have coordinated with multiple high level public relations and marketing firms to close the loop for communicating results from our research findings.
- **We partner with industry leaders.** Our strategy is to collaborate with industry leaders who share our vision and passion for high level science and effective communication. We have had the pleasure of working with category leaders in nutrition, fitness equipment and physical activity, weight management and risk factor reduction for chronic disease.



RLI research laboratory, Celebration, Florida.

## COMPANIES, MARKETING FIRMS AND ORGANIZATIONS THAT WE HAVE WORKED WITH INCLUDE:

### Public Relations & Marketing Firms:

<b>Bozell</b>	<b>HealthSTAR</b>
<b>Chamberlain</b>	<b>Hill+Knowlton</b>
<b>Chandler Chicco</b>	<b>Ketchum</b>
<b>Cone Communications</b>	<b>MWW</b>
<b>Edelman</b>	<b>Ogilvy</b>
<b>Fleishman Hillard</b>	<b>Ruder Finn</b>
<b>GCI</b>	<b>WeberShandwick</b>
<b>GolinHarris</b>	

### Companies & Organizations:

<b>American Society of Nutrition</b>	<b>Johnson &amp; Johnson</b>
<b>California Almond Board</b>	<b>Kellogg's</b>
<b>Coca-Cola</b>	<b>Kraft Foods</b>
<b>ConAgra Foods</b>	<b>LifeFitness</b>
<b>ConAgra Foods Science Institute</b>	<b>Lilly</b>
<b>Corn Refiners Association</b>	<b>McDonalds</b>
<b>Curves</b>	<b>Merrell</b>
<b>Disney</b>	<b>Nike</b>
<b>Dr Pepper/Snapple</b>	<b>Novartis</b>
<b>Ecotrin</b>	<b>Orville Redenbacher</b>
<b>Florida Department of Citrus</b>	<b>Osteo Bi-Flex</b>
<b>Food Network</b>	<b>Pepsico</b>
<b>GE Healthcare</b>	<b>Pfizer</b>
<b>General Mills</b>	<b>Pharmanex</b>
<b>Glasko Smith Kline</b>	<b>Quaker</b>
<b>HealthyChoice</b>	<b>Roche</b>
<b>Hunt's Tomatoes</b>	<b>Rockport</b>
<b>IHRSA</b>	<b>Tropicana</b>
	<b>University of Central Florida</b>
	<b>WeightWatchers</b>
	<b>Welch's</b>



RLI is the research division of Rippe Health.

Find more information about Dr. Rippe and the RLI research team at [RippeHealth.com](http://RippeHealth.com).

**RIPPE HEALTH** 215 Celebration Place • Suite 300 • Celebration, FL 34747 • (321) 939-2396 • [accontinelli@rippelifestyle.com](mailto:accontinelli@rippelifestyle.com)

**RIPPE LIFESTYLE INSTITUTE** 21 N. Quinsigamond Ave • Shrewsbury, MA 01545 • (508) 756-1228

Many of Dr. Rippe's books can be found at [amazon.com/author/jamesrippemd](http://amazon.com/author/jamesrippemd).