



CASE STUDY

Optimal Health Systems

Doug Grant, President

www.optimalhealthsystems.com

Doug Grant founded Optimal Health Systems in 1994 after being involved in a terrible accident that landed him in a rehabilitation center and left him wondering if he would ever walk again. Driven to find answers, Doug realized that many people claimed to possess the miracle formula for health, but reliable, effective principles were often overlooked or overshadowed by clouds of misinformation.

What began as a personal search for health has resulted in a complete recovery and return to the pinnacle of fitness for Doug, including a Gold Medal victory in the World Power Lifting Championships. Doug's passion to find accurate answers for health also motivated him to receive a degree in nutrition and five professional trainer certifications.

During his time in rehab, Doug saw a need to train doctors in how to teach nutrition, fitness and supplementation principles to their patients. That is when he decided to use his knowledge to create a health and nutrition company. The resulting company, Optimal Health Systems, is the culmination of over ten years of work with more than 5,000 health professionals, countless personal trainers, and hundreds of thousands of individuals from every walk of life.

When beginning the company, Doug knew he didn't have all the answers, so he decided to form a "mastermind" team of the best authorities around the world in which he needed some expertise. When Doug started working with probiotics and realizing its importance, he started reading literature and looking at different journals, continuously coming upon the name of Dr. Shahani. The few times that Doug didn't come across Dr. Shahani's name on a piece of literature pertaining to probiotics, when he contacted that individual they usually said they had studied under Dr. Shahani.

Doug contacted Dr. Shahani to tell him about his mission to find the leading experts in the various areas of health, fitness and nutrition. Doug told Dr. Shahani that he had seen that Dr. Shahani was the world's leading authority on probiotics and wanted to learn from him and use his products and technology.

Dr. Shahani agreed to help him and that is where his relationship with Dr. Shahani and Nebraska Cultures began. Dr. Shahani flew out several times a year to help with research development, attend seminars, as well as train and educate doctors. What all began as a



search to find the very best in the industry, led to Dr. Shahani and resulted in a great partnership between Optimal Health Systems and Nebraska Cultures.

Not only did Dr. Shahani help educate doctors on probiotics, he also helped tremendously in the formulation of products that Optimal Health Systems sells. One of the most popular products they created together was the Optimal Flora Plus, a digestion formula that helps restore the friendly bacteria in the intestine. The bacteria have been found to improve digestion, help with problems of lactose intolerance, and fight back against toxins and infections.

In addition to selling probiotic supplements to doctors, Doug Grant also serves as the nutritionist for the National Basketball Conditioning Coaches Association (NBCCA), the organization that represents the strength coaches for some of the NBA teams.

“My job for the teams is very simple. I determine whether the athletes need a supplement and if so which one. Then I have to prove the quality of the nutrient,” said Grant. “That is why we are very strict with the products we carry. We will only carry the best ones—those that have the most thorough research. And those are Nebraska Cultures.”

A Booming Industry

According to Doug Grant, the probiotic industry has been experiencing tremendous growth, much like what has happened with the different herbs and nutritional elements like Vitamin C and calcium.

Doug conducts seminars for doctors in which he examines the prevalent diets in the United States and Canada, and compares them with those of other countries and even ancient cultures, which contain far more friendly bacteria-rich “fermented foods.”

If you lived in Japan you would eat miso soup to get your probiotics; if you lived in Germany you would eat the raw, real sauerkraut and so on,” said Grant. “But in the U.S. the only thing we have is yogurt, but really most of the yogurt that you buy in the stores actually contains sugar and other additives, and sugar is what actually feeds the pathogenic bacteria.”

Once Doug gives the presentation the doctors realize the importance of probiotics and “people get excited about it.”

Working with Nebraska Cultures

Doug says his years of working with Dr. Shahani and Nebraska Cultures have been a great experience. He emphasizes how responsive the company is.



One time we sent one of our formulas in because one of our doctors said he wasn't getting the results that he had been normally getting. So Nebraska Cultures ran its tests and found that the activity was lower than it should have been. So we tested the batch, we tested everything and we couldn't figure out the problem. So Dr. Shahani flew out to our lab where they were doing the process and found that one of the machines was overheating the powder and told them what they needed to do to fix it. We moved forward and haven't had a problem since. That's huge. It was more important to him that the probiotics were as active as the company says they are than anything else in the world—everything else was second. And that is what you want with a company. When we order the product, we know we are getting exactly what we ordered, and if there is a problem it has always been taken care of immediately. Nebraska Cultures has been extremely responsive. And if we ask them to come out and talk with doctors, whether it is a group of 100 or 10, they fly someone out.

--Doug Grant, President, Optimal Health Systems