

How eatrightPREP® Increased Revenue by 12% With ExamSim

Representing more than 112,000 credentialed nutrition and dietetics practitioners, the Academy of Nutrition and Dietetics is the world's largest organization of food and nutrition professionals. The Academy is committed to improving the nation's health and advancing the profession of dietetics through research, education and advocacy.

Challenge

Since 2015, the Academy of Nutrition and Dietetics and BenchPrep have grown eatrightPREP® together, powering exam prep for two CDR-governed credentials: RDN (Registered Dietitian Nutritionist) and NDTR (Nutrition and Dietetics Technician, Registered).

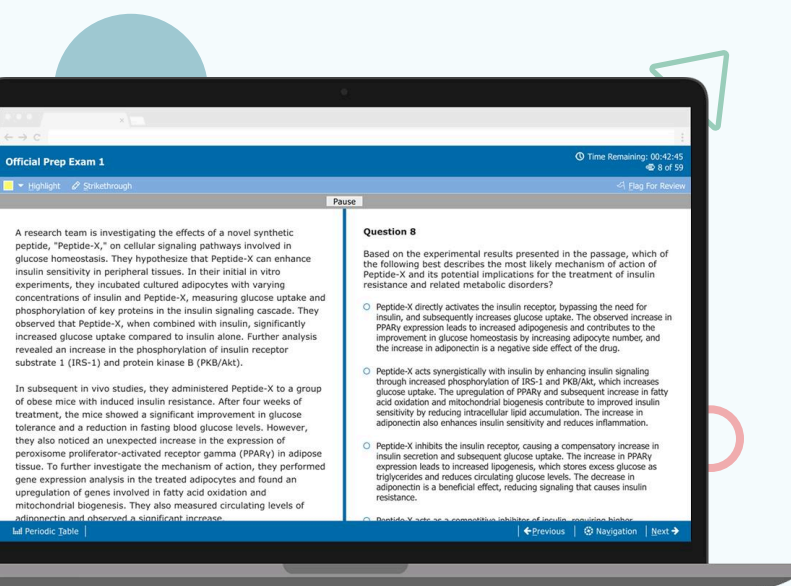
BenchPrep met two needs from day one:



Support for multi-modal content (practice questions, flashcards, and full-length practice exams) and



A platform that could sell **both direct-to-learner and through institutional partners.**



Over a decade, that foundation took eatrightPREP® from 500 learners to over 27,000 served to date. With courses averaging 31 hours of study time and 70% completion, eatrightPREP®'s challenge wasn't building something new. It was finding the next lever: a way to deepen exam readiness for learners without a ground-up content rebuild.

When BenchPrep introduced ExamSim, a configurable exam-day experience that mirrors the interfaces used by leading testing providers, it was a direct answer to that readiness gap, and, as it turned out, a new revenue line too.

Solution

A configurable exam-day experience

RDN and NDTR are governed by CDR's specific test outline, so anything that claimed to replicate "the real exam" had to actually match that format, not just look like a practice test. ExamSim was built for exactly this: a configurable exam-day experience that mirrors the interfaces used by leading testing providers, so learners walk in on exam day having already seen the screen layout, timing, and navigation they're about to face.

The timing mattered too. eatrightPREP®'s standard courses were already performing well, so this was a chance to give an already-engaged learner base something further to prepare with. Realistic exam interface was the natural next layer on top of content they'd already mastered.

eatrightPREP®

Log In

Subscription	Price	Buy Now
3-month subscription to eatrightPREP® for the RDN Exam	\$229	Buy Now
3-month subscription to eatrightPREP® for the RDN Exam + ExamSim	\$269	Buy Now
6-month subscription to eatrightPREP® for the RDN Exam	\$339	Buy Now
6-month subscription to eatrightPREP® for the RDN Exam + ExamSim	\$389	Buy Now

*Your access begins the day of purchase. Access is limited to a single test-taker and is not to be shared.
*Subscribers who wish to extend access may purchase a subscription extension starting at \$59. Extensions can be purchased from a link within the course when your current subscription is near expiration.

What made it move fast was the implementation. ExamSim doesn't require new content development, it's a toggle at the course level on top of an existing item bank. That let eatrightPREP® go from idea to live pilot quickly: they stood up a standard and an ExamSim version of both the RDN and NDTR courses and published all four the same day in December 2025.

ExamSim courses were priced at a 15% premium over the standard course, treating the simulation itself as the premium feature rather than bundling it in for free.

The Results

Adoption of the ExamSim courses exploded

Within the first month, the ExamSim version accounted for 46% of all RDN enrollments. In just under a year, ExamSim is now the dominant product. Nearly 7 out of 10 new enrollments go to ExamSim variants.

12% increase

In revenue directly attributable to ExamSim courses

7 out of 10

New RDN enrollments go to ExamSim courses

+9 NPS Score

For ExamSim courses vs Standard courses

// Our learners are preparing for a very specific, high-stakes exam, and anything that didn't reflect that reality wasn't going to move the needle. ExamSim did. The fact that it became the default choice for new enrollments within months told us we'd found something learners actually wanted, not just something we thought they'd want."



Andrea Anderson

Director of Online Clinical Content, Academy of Nutrition and Dietetics



What's Next

Since rolling out ExamSim, eatrightPREP® has also expanded their program offerings to support educators with the eatrightPREP® Faculty Lounge, a training and reference center for instructors who use eatrightPREP® at their universities and institutions.

A dedicated resource hub exclusively for educators and administrators, the lounge was launched in March this year and features 23 resources and 2 video walkthroughs covering everything from Console analytics training to assignment ideas and discussion room setup. It represents a strategic investment in the institutional side of their business, and the data shows that investment is paying off.

In 2026 alone (with 4 months still to go), eatrightPREP® has already onboarded 72 unique institutions across 84 new cohort groups.



Institutional channel maturity

Enabling partners to be self-sufficient, less support burden, more institutions served each year.



Investing in Partner Enablement

Training educators inside BenchPrep itself, not PDFs or webinars. A clear sign of platform stickiness.



A Decade of Sustained Growth

Course edition transitions, platform migrations, and product launches (NDTR, ExamSim, Faculty Lounge) without missing a beat.

With ExamSim now capturing the majority of new enrollments, a growing network of institutional partners, and educators being empowered through the Faculty Lounge, eatrightPREP® is well-positioned for their next chapter on BenchPrep.

The foundation they've built, strong learner outcomes, high satisfaction, and deep platform adoption, sets the stage for continued expansion as they prepare the next generation of nutrition professionals.

To learn more about ExamSim or BenchPrep, start a conversation with us here.

Request a demo