Behavior analysts apply behavior-analytic concepts and principles to improve personal health and fitness, primarily outside of the formal healthcare system, with a focus on health promotion through diet and exercise modification. Behavior analysts work directly with individuals, or in collaboration with healthcare professionals, registered dietitians, and personal trainers, to help individuals achieve meaningful behavior change, such as sustained adherence to dietary and physical activity regimens, to improve individualized health and wellness outcomes. Interventions in this area typically include task clarification, goal-setting, self-monitoring, accountability, feedback, self-talk regulation, stimulus control, behavioral skills training, and contingency management.