

clinical weight management solutions by *betterMD.net*

## Enhance Your Weight Management Program

- *Help your patients lose weight faster... and keep it off!*
- *Improve patient satisfaction and program compliance*
- *Treat more patients and get better results*
- *Increase your program's bottom-line profit*

**Nutritionally complete, high-protein meal replacements, combined with professional supervision deliver safe and effective weight loss results.**

**We know that patients taking meal replacements...**

- *Lose 3 to 5 lbs. per week*
- *Are more likely to achieve their weight loss goals*
- *Achieve significant medical benefits quickly (lower BP, lower cholesterol, improved glycemic control).*

We can make your existing program more successful by generating additional revenues, increasing efficiency, and improving patient outcomes.

- ⇒ *Better utilization of existing staff and facilities*
- ⇒ *Improved patient tracking and treatment management through easy-to-use administrative tools*
- ⇒ *Attract more referrals from primary care doctors*
- ⇒ *Create new income through revenue-sharing from the sale of meal replacements*

*betterMD.net* can help you design and implement a protocol-driven weight management program, using your existing staff and facilities

*With over seventeen years of clinical experience treating obesity, and thousands of satisfied weight loss patients, betterMD.net has the knowledge and tools to help you build a thriving and successful weight management program. Your patients need help. Let us show you how your staff can make the difference!*

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**877-578-1067**

# Weight Management Program Shapes Up

*Existing weight management program gets much needed boost in success rate.*

## **TRAVERSE CITY, MI**

Munson Medical Center's existing weight management program was a traditional, hypocaloric meal plan with exercise, nutritional and behavioral counseling. It was offered as a covered benefit by a local insurance company; however, for patients without this coverage the program was cost prohibitive. Further, the slow weekly weight loss achieved by patients who closely followed the plan was not significant enough to sustain the commitment required for long-term success. After a year of watching patients become frustrated and impatient with the slow rate of weight loss, it was apparent that changes were needed to grow the program.

Munson Medical Center was introduced to the betterMD.net meal replacement program by another thriving program in Michigan. After extensive conversation, a site visit and further examination of the treatment model, Munson decided to utilize betterMD.net to help design their W.O.W. (Working Off Weight) program.

At first, the idea of using anything other than whole foods was met with skepticism. However, it became apparent that meal replacements work – plain and simple. The meal replacements help patients break their unhealthy relationship with food and replace bad habits with healthy lifestyle choices. While using meal replacements, food becomes fuel for the body and is no longer a primary source of pleasure or comfort. Feeding becomes almost clinical and regimented. Additionally, Munson quickly discovered that if a patient would fol-

low their designated meal plan for as little as a week, they would see significant results. These results (pounds lost) equal motivation to continue, which ultimately translates into program success. Munson now utilizes betterMD.net meal replacements in several programs offered through their successful Healthy Weight Center.

*“betterMD.net helped bring our program full-circle. The supplements and web-based tools were the missing link that brought our program from near discontinuation to a thriving and expanding program.”*

– *Sarah Wetmore, M.A. CES, Weight Management Program Coordinator.*

### **Other Key Benefits:**

- Web-based treatment adds extended accountability for patients
- Patient tracking and treatment management tools available through easy-to-use administrative web site – increases ability to monitor program performance
- Top-notch support for staff, training and case-by-case treatment issues
- Sound, medical treatment algorithm, based on NIH guidelines
- Treatment plans tailored to meet individual patient needs
- Meal replacements sold and delivered (FedEx) directly to patients by betterMD.net – requires no inventory or staff involvement
- Better utilization of existing staff and facilities, generating additional revenues
- NO UP-FRONT FEES required to launch betterMD.net solutions