

clinical weight management solutions by *betterMD.net*

ADD Weight Management to Your Cardiac Rehab Unit

Ask yourself...

- *How many of your cardiac rehab patients are severely overweight or obese?*
- *What impact does obesity have on cardiac risks?*
- *Are you currently treating obesity?*

The clinical treatment of obesity belongs on the front-line of preventive cardiology.

We know that medically-significant weight loss...

- *Improves cholesterol levels*
- *Lowers high blood pressure*
- *Decreases joint and back pain*
- *Reduces the risk of diabetes*

We can show you how adding weight management will generate additional revenues and increases profitability for your cardiac rehab program.

- ⇒ *Better utilization of existing staff and facilities*
- ⇒ *Generate additional fee-for-service visits*
- ⇒ *Attract referrals from the growing population of obese patients*
- ⇒ *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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Weight Management in Cardiac Rehab

Weight management program incorporated in cardiac rehab unit at Henry Ford Heart and Vascular Institute.

DETROIT, MI

The Henry Ford Hospital started working with betterMD.net in 2002 to determine how best to incorporate a program targeting obesity into their existing cardiac rehab unit. Key goals included: safe, effective, and maintainable weight loss; better utilization of existing staff and facilities; low cost of entry; and long-term fiscal viability. Additionally, the weight management solution would need to be implemented across multiple locations in the greater Detroit area.

“When we assessed our patients we found the average BMI was about 35. We also realized that we could do little in the traditional cardiac rehab setting to impact a patient’s body weight.”

– **Jonathan K. Ehrman, Ph.D.,** Director, Weight Management Program.

High-protein, meal replacement food plans, combined with a personalized program of intentional exercise and behavioral counseling served as the foundation for the program. Furthermore, the solution required a team approach, utilizing cardiac rehab staff (exercise physiologists), registered dietitians, and the approval and support of the patients’ primary care physicians. betterMD.net provided secure, administrative tools that allow staff to record and share information, as well as track patient progress across several treatment facilities.

Over the last several years, the Henry Ford cardiac rehab unit has treated thousands of obese patients, helping them not only lose medically-significant amounts of weight, but also greatly improving their cardiac risk profile. Moreover, the program continues to grow and generate revenues, which contributes to the profitability of the cardiac rehab unit.

“We worked hand-in-hand with betterMD to develop the best weight management program in our region. We are not only successfully treating obesity in thousands of patients each year, but also our program is a thriving, profitable part of our cardiac rehab unit. It’s a perfect fit for our cardiac rehab staff as it allows them to use their behavior counseling and exercise skills with the overweight/obese population.”

– **Dr. J. Ehrman**

Other Key Benefits:

- Excellent 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 by betterMD.net and delivered directly to patient’s door – requires no inventory or staff involvement
- NO UP-FRONT FEES required to launch betterMD.net solutions