

# How To Start A Medical Weight Loss Program

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## Abstracts

This is Simply The Most Detailed Blueprint Ever Written For Running A Successful Medical Weight Loss Program, For: Investors, MDs, Nurses, RDs and Physicians' Assistants.

Many people, including medical professionals, want to get into the \$65 billion U.S. weight loss business. But how? Do you simply buy a franchise for \$150K-\$400K? A license? Start your own program from scratch? How much will it cost, and which ventures will be most likely to succeed? How can you avoid the mistakes others in this business have made? Do you have the qualities and background to make it in weight loss?

This groundbreaking new guide by Marketdata covers it all, from soup to nuts.

Written in an easy to read style, with commentary by the nation's leading 27-year weight loss market analyst and consultant, John LaRosa. Comes complete with administrative forms, contracts, sample meal plans, sample ads and brochures, referrals to ad agencies and consultants with extensive weight loss company experience, and more.

This practical Guide cover these topics, in detail:

Do You Have What It Takes To Survive In This Business?

Reality Check for MDs, Success Criteria

Diet Market Outlook & Competition

Program Components

Pricing and patient financing

ACA's Preventative Care Benefit Opportunities

What Dieters Want today

Existing Medical Franchises & Other Models – company descriptions, costs

Start-up Costs

Retail Clinic Set-up & Layout

Staff Recruitment & Salaries

Operations, Expected Revenues & Profits

Bookkeeping, IT requirements and consultants

Marketing Methods to use, costs

Weight loss Counselor's Role & Quality, salaries

Case Studies of Successful Medical Weight Loss Chains

Creating Meal Plans (28-day plan provided)

The Private Labeling of Meal Replacements

Using Prescription Obesity Drugs and Supplements

Strategy of Diversification

Building your brand.

## Contents

### PART

Course objectives

Do you have what it takes to compete in this business? What it takes to succeed

Reality check: your competition--medical, commercial, DIY, retail

What dooms a weight loss company to failure

Weight loss market outlook, trends, forecasts, what dieters want

The major medical corporate chains & franchises, retail drugstore chain mini-clinics:  
number of sites, profiles (CVS, Rite-Aid, Walmart, Redit-Clinic)

Hospital & clinic-based programs: descriptions

Physician-based weight loss programs – no. of MDs with programs estimate

Consumer attitudes toward MD weight loss programs

Bariatricians' weight loss programs (bariatrician training & profile of practice, Fees,  
methods they use, etc.)

VLCD programs (very low calorie diets) and vendors (HMR, Optifast, Robard): No. of  
patients nationwide, costs, methods used, company profiles

Medical clinic competitive advantages & disadvantages

Available medical weight loss models: franchises, licenses, turn-key models

Table: Typical revenues & expenses, earnings per medical weight loss center

Table: Avg. cost to the patient, top medical weight loss companies

Table: Avg. income statement for a medical weight loss franchise

Table: Start-up costs for the top medical weight loss franchises

### COMPANY PROFILES (HOW THEIR PROGRAM WORKS, NO. OF SITES, COMPANY DETAILS)

Medi-WeightLoss Centers

Smart For Life

Nuviva Clinics

Thinique

Let's Lose Advanced Weight Loss

JumpstartMD

Dr. G's Weight Loss Clinics

Lindora Clinics (corporate chain, not a franchise)

Medical Weight Loss of Michigan (corporate chain)

Licensee Model: Centers For Medical Weight Loss

Vivaliti Wellness

Should you purchase a franchise? Is it worth it?

Obamacare: the major opportunity created, the Preventative Health Benefit explained, features & limitations, the business opportunity for MDs, PAs, NPs, RDs

Obamacare: list of states with mandatory insurance coverage for obesity screening & counseling

Obamacare: counseling services, who's qualified

Obamacare: CPT codes for weight loss counseling reimbursement

## **PART**

Part-time vs. full-time venture? – your choice

Facility space and logistics – new standalone center vs. existing space

Investment costs to buy a medical weight loss franchise or license, by company

Start-up costs for a stand-alone retail weight loss center (non-franchise)

Operating costs/income statement for a stand-alone retail center

Finding the right retail site

Franchise start-up costs

Recommended lease terms

Center design: exterior and interior layouts

The Weight Loss Consumer Bill of Rights

Procedures manual: contents (forms, procedures/duties for personnel)

Merchandise to display and sell

Equipment and supplies needed

Hours of operation

IT and Software recommendations

Bookkeeping – reports needed

Patient financing options: making it easy to pay you

Staffing – positions to fill, typical salaries

Weight Loss Counselors: your key asset, weaknesses of commercial coaches, recruiting your staff

Ideal backgrounds of counselors

What counselors should do/not do, limitations

How to use Registered Dietitians in your practice (typical diet plans, how to find them)

Collaborative Practice Agreements (see Appendix for sample)

Marketing: your advantages as a medical professional

Marketing: promotional methods to use

Marketing: budget: how much and how to spend it

Mining your existing patient database (via emails, waiting room fliers, videos)

Email: using it to stay in touch with weight loss patients

Your website: key features, how it can work for you, best practices for e-commerce

Customer loyalty

Waiting room brochures (also see samples in Appendix)

Local newspaper ads, costs, using social media, referrals from other healthcare pros

Marketing & Advertising Consultants experienced in the weight loss market

## **APPENDIX:**

Sample Collaborative Practice Agreement for Nurse Practitioners

Table: State by state scope of practice rules for nurse practitioners

Design samples of fliers describing your program, for your waiting room

## **PART**

Why diet companies fail or lose their way– case studies (LA Weight Loss, Weight Watchers)

Case studies of successful medical weight loss organizations (Lindora, HMR – Health Management Resources, NutriSystem, Johns Hopkins)

Diversification: in-person and virtual/phone services, different plans for different budgets

Creating meal plans: using a Registered Dietitian, DASH Diet, other options

Using multiple plans, the importance of customization

In-depth description of how the DASH program works, calorie levels, foods not allowed,

Menus, tips, lifestyle changes, typical daily menu (tables) 9-21

Using prescription diet drugs: safe drugs to use, problems with previous diet drugs, discussions Of: Phentermine, Xenical, Qsymia, Belviq, Alli, Saxenda, others

Form: Patient Informed consent for Appetite Suppressants and Participation in a Weight Management Program

Using dietary supplements: limitations, legal experts to consider, customer attitudes toward Them, why use is a dual-edged sword, pricing, restrictions on claims, attorney specialists

Using meal replacements (shakes & bars): why they are popular and safe, your private label brand, vendors who can make them for you, calorie counts and sugar levels, the use of soy, the convenience factor, ingredients, high protein/high fiber

Vendor profiles: Bariatric Advantage, Bariatric Choice, Bariatrix Nutrition, Nature's Sunshine

Other companies using meal replacements (multi-level marketers, VLCD vendors, retail brands)

Complementary, optional services to offer (hormone tests, etc.)

Viewing your program as a complement to bariatric surgery patients (pre- and post-

surgery), the growth of bariatric surgery, patient demographics, insurance coverage, demand, ACA coverage, ASMBS/other obesity societies

Establishing your brand: why it's important, actions and techniques, goals

Reference Directory of diet industry sources

Appendix: Dietary Supplements certification, regulation, and future outlook

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