

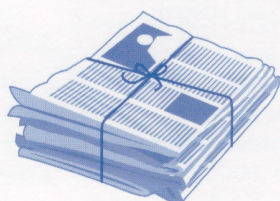
ADVANCED HEALTH NEWS

Practical Ideas for Running Your Weight Management Program

Volume 1, Issue 2

By Robard Corporation

Have You Heard the News?



According to the third National Health and Nutrition Examination Survey (NHANESIII), 36% of the US adult population is overweight. The study, conducted by the National Center for Health Statistics (NCHS), also shows that 14 percent of children age 6-11 are overweight, as are 11 percent of adolescents age 12-17. Based on these latest findings, this is the most overweight the nation has been since the government began compiling comprehensive statistics in the 1960s.

How was the survey conducted?

NCHS surveyed 40,000 individuals of all races from 81 counties within 26 states. Using questionnaires, personal interviews, screening procedures and physical examinations, the survey gathered information on personal and demographic characteristics, illness, injuries, impairment, chronic conditions, food intake and other selected health characteristics.

Why is this survey important?

The data collected provides a snapshot of the health and nutrition status of the populations studied. The findings help in public health planning, tracking changes and providing information on

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Why Patients Need More Protein During Weight Loss

Did you know that protein intake plays a key role during weight loss? Recent medical research suggests that maintaining, rather than reducing, the amount of protein in the diet offsets the fall in metabolic rate that normally accompanies calorie-restricted diets.

When patients are on a calorie-restricted diet, the amount of calories they burn over a 24-hour period actually decreases because their metabolic rate decreases. Over time, this reduces their rate of weight loss.

Research shows that maintaining the 90 gram protein intake of a standard 2,000 calorie diet when consuming a 1,000 calorie diet will reduce the drop in metabolic rate. This means that as patients pursue their weight loss goals,

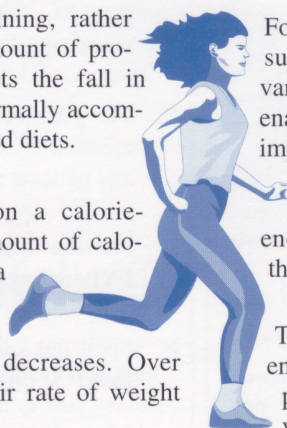
they shouldn't equate "calorie-restricted" with "protein restricted."

Fortunately, the high protein, low fat supplements included in the Advanced Health Systems® Meal Plans enable all patients to maintain this important level of high quality, lean protein intake on a daily basis.

Making sure that patients get enough protein can actually help them shed those unwanted pounds.

Tip: To make sure you stock enough supplements to meet your patients' needs, use the Weekly Inventory Record in your Program Guide. This takes the guess work out of tracking product inventory to ensure you're never caught empty-handed.

Need an updated product list? Just call us at 800-222-9201 and we'll send one right out to you! ♦



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the epidemiology and natural history of disease. For example, between 1974 and 1980, the prevalence of overweight adults remained relatively constant at 25% in 1974 and 25.4% in 1980. However, by 1988, the NHANES survey showed an alarming rise in the overweight population, increasing from 25.4% in 1980 to 33.3% in 1988. Spotting this trend — and knowing the dangerous health risks of obesity — the Surgeon General's Office set weight management as a national health priority.

"Your patients' healthy lifestyles serve as role models for the people around them."

Why is America gaining weight?

Because of today's many modern conveniences, Americans are simply not exercising enough. In addition to a decrease in physical activity, Americans are also eating more, with the average person consuming 200 more calories per day than four years ago.

How can I use this information to help my patients?

To prevent obesity, the report suggests that Americans need to make healthy food choices and engage in regular exercise.

Encourage your patients — their participation in the Advanced Health Systems program plays an important role in helping to reverse the trend towards overweight. In addition to the health benefits they'll receive from the program, your patients' healthy lifestyles serve as role models for the people around them. Here's hoping their healthy lifestyles are contagious! ♦



How to Generate Word-of-Mouth Publicity

Do you recall that old shampoo commercial showing two satisfied customers, with the announcer saying, "they'll tell two friends, then they'll tell two friends, and so on, and so on ..."? That commercial highlights an important marketing strategy — word-of-mouth publicity.

By showcasing satisfied, happy patients, you'll create "walking advertisements" for your weight management program. You can encourage your patients to talk to their family and friends about the Advanced Health Systems program by offering an incentive for new patient referrals. Try these ideas to get started:

- ▶ Limit the referral program to a specified time period, such as "Program ends July 30, 1997." By stating an "end date" to the program, you'll make it seem more urgent and time-sensitive, encouraging immediate action.
- ▶ Tie your referral program into a current event or seasonal topic, or use a creative theme. For example, use the "summer swimsuit" mentality to encourage patients to lose weight for the summer season.
- ▶ Provide patients with promotional literature to distribute to referrals. FYI: include your office name, address and phone number on *everything*.
- ▶ Spell out *specifically* what patients need to do and what they'll get in return. Keep the program simple and easy to follow.
- ▶ Offer an incentive to new referrals, such as a free EKG screening or 10% off program fees if they join by a certain date.
- ▶ Make sure everyone on your staff knows about the referral program so they can intelligently respond to inquiries and answer questions.

Be sure to stay organized. Establish a system for tracking program results, following up on inquiries, rewarding patients who refer, etc. And get ready for the phone to ring off the hook! For information or assistance in starting your referral program, call your Business Development Manager at 800-222-9201. ♦



Communication Is Key

For effective communication, mix one part talking with two parts listening.

Think of communication as a relationship builder.

Two-way communication provides the foundation for understanding. ♦

Is It Time to Take Your Vitamins?

When you recommend vitamins and minerals to your patients it's a good idea to also advise them when and how to take them, i.e. with a meal or in-between meals, morning, noon or night, etc.

Is timing really important? Yes! Vitamins and minerals aid in digestion and utilization of other food nutrients. Therefore, taking multivitamins with breakfast ensures they'll be there to help the body "work" on lunch and dinner. The absorption of vitamins and minerals is often dependent on whether or not they are taken with food. (Absorption refers to the body's ability to use nutrients to meet nutritional needs.)



Most vitamins and minerals should be taken with meals for best absorption. There are two exceptions: calcium (in the form of calcium carbonate) should be taken right after eating and iron should be taken in-between meals.

In addition, it's important to know that calcium may interfere with iron absorption, so these two minerals should not be taken at the same time. ♦

Spruce Up Your Bulletin Board for Summer!

Summer reflects a time of improvement — gardening to spruce up the yard, getting in shape for "bathing suit weather," etc. Take advantage of this special time of year by incorporating the spirit of renewal into your bulletin board. Use these creative bulletin board ideas to bring summer indoors:

- ▶ Select a floral theme. Hang flowers made of brightly colored paper or fabric on your bulletin board. Use a dried flower arrangement to frame your bulletin board. Feature a beautiful poem about summer to reflect a calming atmosphere in your office.
- ▶ Where are the "hot walking spots" in your area? At your front desk sign-in sheet, ask patients to nominate their favorite walking spot, whether it's a neighborhood with beautiful gardens, a nature trail, an arboretum or even a mall. When you've got a hefty list of candidates, transfer the list to your bulletin board to share with everyone.
- ▶ Try a gardening approach to your bulletin board. Focus on some seasonal fruits or vegetables now available in your local grocery store. Feature a few recipes using the fruits or vegetables that are in season. (Call your Business Development Manager to find out how to obtain a copy of our recipe book.) Offer garden tips from local nurseries and provide free packets of seeds to your patients.

Create a visual breath of fresh air in your office — one which both your staff and your patients will enjoy. ♦



Patient Questions and Answers

Program Coordinators need to know all the answers — and we can help. This column regularly addresses typical patient questions. (Feel free to send us your own patients' frequently asked questions.) Also, remember that our Business Development Managers are available to help you at any time.

Q: What is lean body mass?

A: Lean body mass (also referred to as lean muscle mass or lean tissue) is made up of muscle tissues and vital organs such as heart, liver, lungs, etc.

Q: What does lean body mass have to do with weight loss?

A: Lean tissue plays a vital role in your health, so when you're on a weight management program, it's the one thing you don't want to lose. Aim to lose fat and preserve lean body mass.

Q: Can you give me a real-life example of how this works?

A: An overweight person who weighs 250 lbs. may carry 48% or 120 of those pounds as fat. The remaining 130 lbs. is fat free mass which is comprised of lean tissue and water. Safe weight loss means this person will lose weight from fat stores, not lean tissue. Advanced Health Systems nutritional food products help patients maintain the high level of lean body mass during weight loss. This ensures that patients lose weight in a safe, effective, nutritionally sound manner. ♦



Spotlight on Food and Activity Records

During your patients' weekly or maintenance visits, review their food and activity records with them to initiate a discussion about their food choices and exercise habits during the week. To ensure this interaction is a positive learning experience for both you and your patients, follow this checklist:

☑ **Have patients filled out their records completely, including foods eaten, amounts and how they were prepared?** Remind patients about the vital role these records play in helping them manage their weight. Following the meal plan "to a T" ensures proper

nutritional intake, decreases hunger and reduces the chance for lapsing.

☑ **Are patients taking their prescribed AHS nutritional products at the appropriate time of day?** Explain to patients how the AHS foods nourish their bodies with additional protein they need during weight loss to preserve lean body mass and maximize weight loss results. Taking AHS nutritional food products at designated times helps eliminate food cravings.

☑ **Are patients drinking eight glasses of water a day?** Water brings nutrients and oxygen to body cells. It also helps the body remove wastes generated during weight loss.

☑ **Are patients meeting their exercise goals?** With so many changes taking place during their weight loss program, patients can easily lose track of the details. Keeping a written record enables patients to add up all their activity at the end of the week to see how well they've met their goals.

☑ **The bottom line:** Encourage your patients to keep food and activity records as an important program tool. If weight loss slows, careful records can help identify problem areas. If negative behaviors surface (such as poor food choices), written records can raise awareness. Help patients understand that record-keeping enables them to stay on the right track as they progress towards their weight loss goals. ♦

Commitment + Compassion = Success

Theresa H. knows what it takes to be an effective Advanced Health Systems Program Coordinator. Working with Dr. Byler in Ohio, Theresa tries to learn as much as possible about each patient's individual lifestyle, goals and motivation. With this information in hand, she can provide targeted, personalized support.

Theresa points out that, to help her patients succeed, she continually asks them to reaffirm their motivation for losing weight. "I want my patients to focus on the 'why' of losing weight rather than the 'how much.' I offer support to make them feel special."

When asked what she likes best about her role in the Advanced Health Systems program, Theresa says she enjoys being able to guide and motivate patients – just like a friend would do. She also offers some advice for other program coordinators:

Demonstrate patience, empathy and compassion. Build trust so your patients feel comfortable asking for guidance and support.

Ask patients what motivates them, and use this information in a consistent, creative way.

Realize that satisfied, happy patients are the best advertisements for your program because they'll help "spread the word" about their success on the program.

Stay organized by taking notes and recording weekly summaries about each patient's progress.

Theresa's commitment to and compassion for her patients is the driving force behind their many success stories. ♦

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