



INTERNATIONAL ASSOCIATION FOR  
PHYSICIANS IN AESTHETIC MEDICINE

HOW TO ADD

# Medical Weight Loss to Your Practice



AN EBOOK FROM 

## **How to Add Medically Supervised Weight Loss to Your Practice**

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### **Published by:**

International Association for Physicians in Aesthetic Medicine (IAPAM)

Web: [www.iapam.com](http://www.iapam.com)

Tel: 1-800-219-5108 x705

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## How to Add Medically Supervised Weight Loss to Your Practice

Obesity is a major health issue in the United States and according to recent statistics it is on the rise. Obesity can cause many serious and sometimes fatal illnesses such as coronary heart disease, diabetes, cancers which gives the medical field serious cause for concern.



Obesity can cause blood pressure to increase which is one the leading causes for strokes. Being overweight also increases a person's chances of developing other health problems such as high cholesterol, blood sugar and cardiovascular diseases. A normal weight or healthy BMI (Body Mass Index) should be maintained to ensure that a person can enjoy a healthy life and avoid or lessen health problems as they age.

Ever since the industrialization of the country, America has the highest number of overweight people in the world. Over two-thirds of the adult population is considered obese.

A rise in obesity has also led to a rise in the number of people seeking medically supervised weight loss programs to help them lose weight in a safe way. People are more likely to trust certified physicians to guide them to a healthier lifestyle. The weight loss industry makes \$64 billion in the United States annually. A recent survey shows that most patients are being termed as obese by their healthcare provider. Their doctors are encouraging weight loss and also will recommend adopting a healthier lifestyle to avoid serious problems that may occur or mitigate current medical issues caused by being overweight or obese.



## **Benefits of Adding Weight Loss to Your Practice**

Like many public services, health clinics can experience a slump in business during slower times which can cause huge setbacks in clinic revenue. Adding a medical weight loss program to an existing practice can prove to be beneficial not only to the practice owners but also to the patients. Expanding the business can result in more profits and help keep the practice running at a good return year round, with no revenue slumps.

The demand for medical weight loss centers is high and there is growing trend for fitness programs and diet plans which in turn causes many people to pursue a healthier lifestyle and lose weight. With a certified physician or dietitian on board, practices can successfully offer all types of medical weight loss solutions to their clients. People are more than willing to pay to have someone answer their questions and guide them on how to shed extra weight in a completely healthy and supervised way.

The additional costs for incorporating a medical weight loss program into an existing practice are very low compared to the returns. There are some steps to take before the medical weight loss solutions can be offered. These include staff training, equipment and marketing strategy. This is a simple and guaranteed way to attract existing and new patients and as long as the medical weight loss options are marketed well, the business will flourish.

Entrepreneurs in the health care industry are considering offering medical weight loss solutions because the concept of healthy living is very popular now. It is a profitable business that allows patients to seek help in changing their appearance and taking care of their health.



### **Costs to Patients**

The medical weight loss costs are higher than any other consultation services. The initial profile review and consultation fees are charged separately to potential clients. During the medically supervised weight loss program patients usually make frequent visits to consult on their weight loss diet plan. Most frequently each of these consultations are billed to the customer and this continues for as long as the patient is not satisfied with their current weight.

A medical weight loss practice is very profitable as the patients are willing to pay high fees for professional advice. There are no major capital expenditures other than hiring and training staff. A certified medical weight loss program requires certified physicians or independent nurse practitioners that provide every client with their expert medical opinion and give them the attention required to embark on a life-changing journey.



### ***Determine Target Market***

Approaching the target patients is key to a successful medical weight loss program. The program can cater to a certain demographic such as women above the age of thirty or young men who are conscious about their looks. Looking at the population distribution and other statistics from the target location can help determine which market to target.

### ***Decide on a Weight Loss Program***

The type of medical weight loss program that will be offered at the facility needs to be planned. The space and number of resources allocated to the program can help determine on what scale the program will be offered. The duration of the program should also be predefined depending on patient needs and the steps of the weight loss program. It is best to start with a small, manageable number of patients and expand once it starts to attract a steady stream of patients.

Patients can be offered private consultations with practitioners who closely follow their progress and can help adjust the plan according to their weight loss goals. Depending on the program, exercise routine can also be identified for the clients. Other physical activities can be offered by some weight loss programs such as yoga, tai chi, Zumba, Pilates or any other fitness regime that suits them.



Many programs consist of dietician designed meal plans for the patient to ensure they are receiving the recommended number of calories per day. The recipes for certain healthy dishes can be given to patients with fat-free alternatives to common ingredients.

After the patients have successfully reached their target weight they can consult once a month for up to six months or even a year on how to keep on the right track. The physicians advise patients on how to continue a healthy lifestyle and continue their weight loss journey.

There are generally three different types of medical weight loss programs offered which depend on the type of diet plan offered to the patients. One type of program is the low calorie option which is designed to allow a person to lose weight rapidly in a safe and supervised manner. For those who do not want to follow a rigorous plan, they can avail of the modified option which incorporates a healthy meal per day of the client's choice and a diet plan that contains nutrient-rich foods. The third type of medical weight loss program is the one which includes prescriptions of appetite suppressants and is combined with any of the two diet plans mentioned above.

### ***How to Make Space for a Medical Weight Loss Program in Your Office***

A medical weight loss program does not require much space. A reception or waiting area and an office for consultations is adequate for a start-up. The reception area in the existing facility can be used for this



purpose as well. The office space should be decorated so that it looks inviting and encouraging. Posters and weight management program info should be in that general area as well.

### ***Attain Medically Trained Staff***

There are many courses available that are designed to equip people with a background in medically supervised weight loss and learn the necessary skills required to operate a medically supervised weight loss program. These courses include conferences where tips are given to the practice owners on how to market their medical weight loss program successfully. Any physicians or other staff hired for the practice should be medically trained to answer all the patients' questions and address any of their concerns. Having a trained medical professional also encourages new clients to try the program as they know they are in good hands.



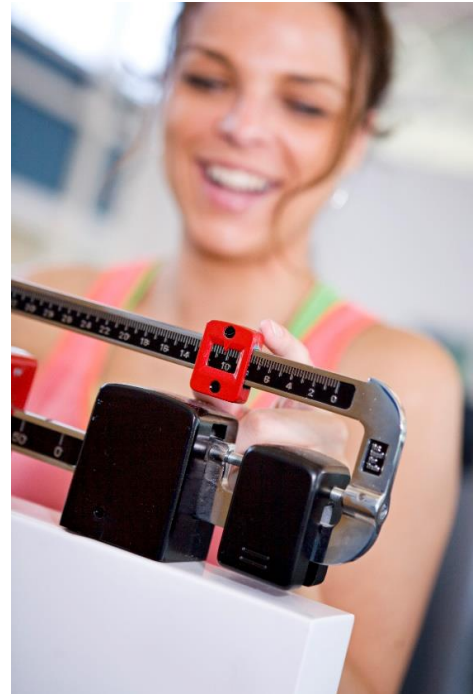
The team hired for the clinic should be medical specialists who are completely aware of all the problems that are related to obesity and are sensitized to the severity of what can happen to obese patients. The dedicated healthcare providers should be capable of providing support to the patients through continued interactions. Weight-loss education programs also help patients learn how to cope with the psychological aspect of weight loss.



### ***Acquire the Necessary Equipment and Materials***

If the medical weight loss clinic is being added to an existing facility, then there is very little additional furniture required. The existing examination room can be used or if another one is needed then an additional table will be needed and it should be able to handle larger weight patients. A sphygmomanometer with a wide blood-pressure cuff, a heart rate monitor and a medical weigh scale are typically required.

The equipment required for performing tests and examining the patient should be purchased from the best sources. These technologies play a significant role in the medical weight loss program. The necessary recipes for the diet plan must also be purchased from weight loss programs to be given to the patients in their diet plans. Literature on the plan needs to be printed in bulk to be given to all clients.



### ***Market Your Plan***

Marketing the medically supervised weight loss program should include reaching out to existing clients and potential new ones.

This can be achieved by placing posters, signs and other relevant literature in the waiting room and other consultation rooms. The clinic physicians can also inform the patients verbally about the new addition to the clinic. These discussions can center on the health risks that are attached to obesity and the benefits of a medically supervised weight loss program as opposed to diet pills and other forms of losing weight.



Social media is a popular way to approach younger potential clients as it allows to share before and after pictures, videos and other graphical representations. Success stories and profiles of previous customers are shared on Facebook, Instagram and Twitter to attract more customers. The biggest benefit of advertising on social media is that it is for the most part free.

Referral programs with local doctors, gyms, boutiques and beauty clinics are also one way to spread out the word. This gives business owners the incentive to advertise the program and also sends targeted customers to the facility. Coupons or discounts can be offered to those who are referred to by these businesses, but caution on Groupon offers and the like is recommended.

Another tactic is reaching out to patients listed in the database through email or telephone and telling them about the new medical weight loss program. These patients should be identified according to their medical profile so that only the relevant people are contacted.

## ***Decide on a Cost***

All the startup costs needed to run the weight loss program should be calculated beforehand to determine the capital expenditure. Revenue from all possible sources and investors should be noted when settling on a price for the medical weight loss program. All expenses including interest payments on loans.

The financial costing is also required by banks and other investors to know how feasible the business model is. These numbers should not be exaggerated and nor should they be understated. Medical weight loss costs required to break even can be determined once all expenditures are stated.



## **Overview of the Clean Start Weight Loss® Program**



The Clean Start Weight Loss®

Ketogenic/Intermittent Fasting Program is a medically supervised weight loss plan that ensures a dramatic change in a person's weight. The Clean

Start Weight Loss® Ketogenic/Intermittent Fasting program combines diet therapy with medicine. Our unique program also includes prescription "fat burning" and vitamin injections to help your patient's body stay healthy while losing weight.

This program targets the fat creation hormone. The fact is, if excessive insulin is causing obesity, then the answer lies in reducing insulin. Both the ketogenic diet (a low-carb, moderate-protein, high-fat diet) and intermittent fasting are excellent methods of reducing high insulin levels. A very low carb diet can reduce insulin by more than 50 percent, but one can go another 50 percent by fasting.

The Clean Start Weight Loss Program® includes real healthy food and does not consist of any weight loss pills, vitamin supplements or packaged items that the patient must purchase through the clinic. The Clean Start Weight Loss Program® is an ideal program for physicians to easily incorporate into their existing practice or office.

In the last few years there has been an increased interest in medically supervised weight loss programs. The "fat burning" injections used in the Clean Start Weight Loss® Program are not available in drug stores and cannot be obtained by the public. They are only available at medical weight loss clinics, therefore the demand for such facilities is on the rise. These injections can safely be used to assist weight loss under the supervision of medical professionals.

The IAPAM strives to educate medical professionals in training and guide budding entrepreneurs in how to set up a licensed and registered medical practice. Physicians and their assistants should be able to answer the patients' questions and offer them medically certified solutions. IAPAM promotes safe and supervised programs for weight loss in the United States.

You can find out more information about becoming a certified Clean Start Weight Loss® provider by visiting our website at [www.iapam.com](http://www.iapam.com).



## **About the International Association for Physicians in Aesthetic Medicine (IAPAM)**

The International Association for Physicians in Aesthetic Medicine is a voluntary association of physicians and supporters, which sets standards for the aesthetic medical profession. The goal of the association is to offer education, ethical standards, credentialing, and member benefits. IAPAM membership is open to all licensed medical doctors (MDs) and doctors of osteopathic medicine (DOs). Information about the association can be accessed through IAPAM's website at <http://www.IAPAM.com>. Additional information about the Symposium can be accessed through <http://www.aestheticmedicinesymposium.com> or by contacting:

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