How To Set Up A Successful Medical Weight Loss Program

By: Marketdata Enterprises, Inc.

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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 Dieticians 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
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