

**Avera Center for
Medical Nutrition
OPTIFAST[®]/OPTITRIM[®]
Information Session**

**Phone number: 322-3091
www.AveraMedicalNutrition.org**

Look no further.

Our Purpose

To Improve Lives

To Extend Lives

To Save Lives

*What do you hope to achieve as a
result of losing weight?*

Look no further.

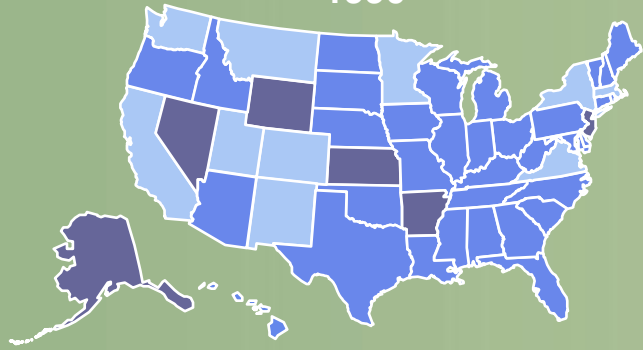


Obesity Trends* Among U.S. Adults

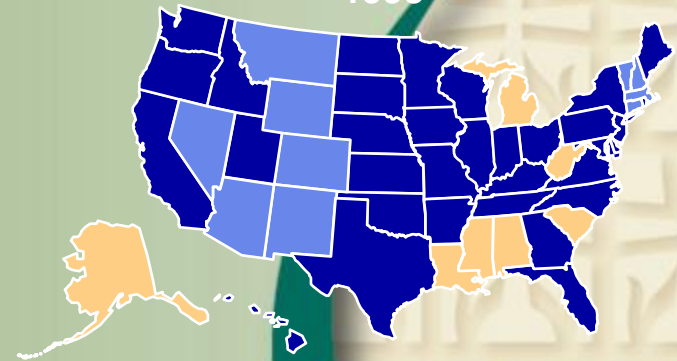
*BMI ≥ 30 , or about 30 lbs. overweight for 5'4" person

Source: CDC Behavioral Risk Factor Surveillance System.

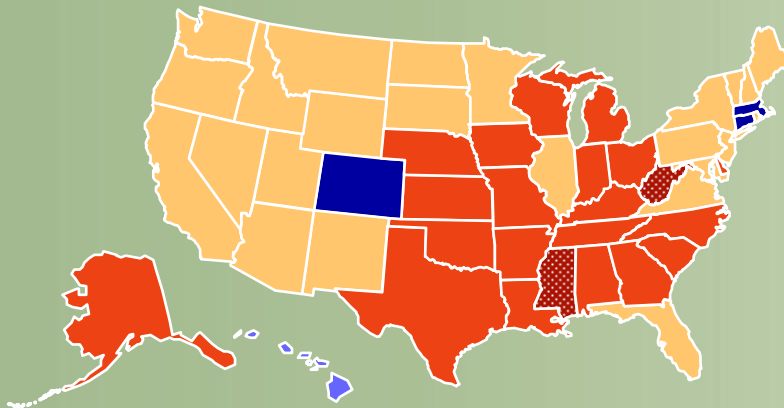
1990



1998



2006



No Data

<10%

10%–14%

15%–19%

20%–24%

25%–29%

≥30%

Look no further.

Nobody is Immune

The growing epidemic
is seen across:

Genders

Ethnic groups

Age groups

Economic levels

Look no further.

DEFINITION OF OVERWEIGHT/OBESITY

Defined by
body mass index (BMI)

$$\text{BMI} = \frac{\text{Body weight in pounds} \times 704.5}{\text{Height in inches}^2}$$

Example: A person who is 5 feet 10 inches tall (70 inches)
and weighs 220 pounds would have a BMI of 31.6.

$$220 \times 704.5 = 154,990. \quad 154,990 \div 70 \div 70 = 31.6$$

Grade 1 Obesity

Look no further.

Unique American Lifestyle Factors

- Super-size meals
- Labor & activity saving devices
- Go, go, go mentality
- Food-filled environment



Look no further.

Obesity is Linked to 4 of the Top 10 Causes of Death

- Diabetes
- Heart Disease
- Cancer
- Cerebrovascular Disease
(stroke)

Press Release, Centers for Disease Control,
June 3, 1997.

Look no further.

***Obesity costs us in our
health and in our pocket
books!***

*The cost of obesity now rivals the
amount of costs estimated for the
effects of tobacco use.*

Look no further.

Health Benefits of Weight Loss

PHYSIOLOGICAL

- Disease Prevention
- Reduction in Blood Lipids
- Decrease in Blood Pressure
- Improved Glycemic Control
- Reduced Hyperinsulinemia

PSYCHOLOGICAL

- Increase in Self Esteem
- Increase in Overall Well Being
- Increase in Activity

Look no further.

Methods of Weight Loss Treatment

- Balanced calorie diets
- Exercise
- Behavior/lifestyle change therapy
- Fad diets, gimmicks
- Anorexic medications
- Surgery
- Herbal diets
- Formula-based diets

Look no further.

What really works?

Fads come and go...

- Balanced nutrition
- Increased activity
- Lifestyle change



OPTIFAST therapy, a leader in the weight management field for over 30 years, promotes these skills.

Look no further.

The OPTIFAST Difference

- Recognizes being overweight or obese is a complex, chronic disease with genetic, social, emotional and environmental causes.
- Treats the medical, nutritional, behavioral and exercise aspects of weight loss.
- Provides support to help identify factors that contribute to weight gain, and changes those factors into a new healthy lifestyle.

Look no further.

Goals of OPTIFAST Therapy

- Healthier weight with improved health status
- Reduced risk for developing obesity/obesity-related diseases
- Improve self-esteem
- Promote physical activity
- Multi-disciplinary educational approach

Look no further.

Which program is right for you?

- BMI of 35 or less *with no other* medical complications

OPTITRIM

- BMI of 30 or greater *with* medical complications

OPTIFAST

Look no further.

ACMN Weight Loss Programs

OPTIFAST

- 52-week program
- 3-phase program
- Physician-supervised
- Medical components (labs, EKG, physical exam)
- Group sessions
- Individualized Health Coaching
- Maintenance support
- Weight loss of 2-7 lbs/week
- 960-calorie nutrition plan

OPTITRIM

- 26-week program
- 2-phase program
- Dietitian-led
- Limited medical components
- Group sessions
- Individualized Health Coaching
- Maintenance support
- Weight loss of 1-3 lbs/week
- 1200-1500 calorie nutrition plan

Look no further.

Only one thing keeps me
from staying on a diet.
Food.



Look no further.

Stimuli-Narrowing Approach

- Concept of limiting the variety & quantity of available foods.
- Greater variety/palatability in foods results in greater caloric intake.
- Lower variety in foods results in lower caloric intake.
- Liquid formulas and nutrition bars facilitate adherence to calorie controlled diets.

Look no further.

Stimuli-Narrowing Approach

Formula Diet and Nutritional Bars
are:

- portion-controlled
- calorically-precise
- complete and balanced nutrition
- quick and simple preparation
- decreased food encounters

Look no further.

OPTIFAST Program Phase I

Weeks 1 – 12 (12 Weeks)

- **OPTIFAST nutrition plan**
- **Medical staff consultations**
- **Laboratory measures**
- **Weekly group sessions for information and support**

Look no further.

OPTIFAST Program

Phase II

Weeks 13 – 19 (7 Weeks)

- Gradual introduction of food
- Reduction of OPTIFAST foods
- Weekly group sessions for nutrition information with continued behavior modification

Look no further.

OPTIFAST Program

Phase III

Week 20 and beyond

- Group information and support
- 6 monthly individualized Health Coaching Sessions between Week 19 and Week 52
- Ongoing physical activity plan
- Focus on long-term healthful eating
- Regular weighing
- Continued food inventory
- Discount for OPTIFAST food products after attending 25 maintenance sessions
- Optional Health Coaching Sessions available for an additional charge

Look no further.

OPTITRIM Program

Phase I

Weeks 1 – 8 (8 Weeks)

- **OPTIFAST products + regular food for nutrition plan**
- **Initial one-to-one visits with Exercise Specialist and Dietitian**
- **7 weekly group sessions for information and support**

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OPTITRIM Program

Phase II

Weeks 9 - 26 (17 Weeks)

- **Individual Health Coach sessions (every 3 weeks)**
- **Option to continue on OPTIFAST Product and partial food vs. low-calorie nutrition plan for additional cost**

Look no further.

Program Start-Up

OPTIFAST

- Information session
- Initial lab work
- Lifestyle and exercise assessment
- History and physical with physician
- EKG

OPTITRIM

- Information session
- Lifestyle, dietary and exercise assessment
- Reduce food consumption to prepare for program

Look no further.

Specialized Multidisciplinary Weight Management Team

Program Physician

Nurse Practitioners

Registered Nurses

Behavioral Health Counselors

Registered Dietitians

Exercise Specialists

Certified Health Coaches

Program Director

Program Coordinator

Look no further.

OPTIFAST PRODUCTS



Look no further.

OPTIFAST 800 Products

Formula Flavors:

Powder

Vanilla

Chocolate

Strawberry

Ready-To-Drink

French Vanilla

Chocolate

Strawberry

Soup

Chicken

Tomato

Bar Flavors:

Chocolate

Peanut Butter

Honey Nut 'n Oat

OPTIFAST Formula is not to be stored in extreme temperatures (for example, a car exposed to the summer heat). The supplement is best stored at room temperature.

Look no further.

OPTIFAST Contraindications

If you have any of the conditions, you will need to visit with our medical staff to determine if the program is safe for you:

- Recent heart attack (in the last 3-6 months)
- History of a stroke
- Diabetes (uncontrolled)
- Active blood clots
- History of liver or kidney disease
- Currently pregnant
- Bleeding peptic ulcer
- Certain psychotropic medicines (e.g. Lithium)
- Chronic steroid use greater than 20 mg per day
- Medicines with potent gastro-intestinal side effects

Look no further.

What Promotes Ongoing Success?

- Reasonable expectations
- Willingness to change lifestyle
- Physical activity – ensures long-term success
- Remaining aware of food intake and its effects
- Participation in a long-term behavior change program

Look no further.

Cost Analysis

How many dollars do you spend each week for the following?

Food from grocery/convenience stores	\$ _____
Alcohol	\$ _____
Lunches eaten out	\$ _____
Dinners eaten out	\$ _____
Snacks	\$ _____
Beverages	\$ _____
Take out foods	\$ _____
Medications (diuretics, diabetes, BP)	\$ _____

*\$85.00 is the average for most participants

Look no further.

Questions to Ask your Insurance Provider

What is my coverage for medically supervised weight management programs?

What is my coverage for Obesity?

What if a Doctor recommends weight loss for healthy reasons?

We do not submit our services to your insurance plan.

Look no further.

OPTIFAST CLINIC/GROUP SCHEDULE

For the first 19 weeks, Sioux Falls area clients will have clinical visits and group sessions at the ACMN clinic.

OPTIFAST “CLINIC”

Tuesdays at ACMN clinic

Initial new patient visits from 1-4 pm

Group A: Active/Transition – 5:00 – 6:00 pm

Group B: Active/Transition – 6:00 – 7:00 pm

Outreach clients may see their primary care physician.

OPTIFAST “GROUPS”

Tuesdays at ACMN clinic

Group A: Active/Transition – 6:00 – 7:00 pm

Group B: Active/Transition – 7:00 – 8:00 pm

Outreach patients call in for group sessions on Thursdays:

Active – 5:15 – 6:15 pm

Transition – 6:30 – 7:30 pm

Look no further.

OPTITRIM CLINIC/GROUP SCHEDULE

OPTITRIM Initial New Participant Visits

Thursdays at ACMN clinic

Initial new patient visits from 10:00 – 11:30 am

Outreach Clients

Initial phone visit with Dietitian and Exercise Specialist

OPTITRIM GROUP Sessions

Tuesdays at ACMN clinic

5:00 – 6:00 pm

Outreach patients call in for group sessions on Tuesdays:

5:00 – 6:00 pm

HEALTH COACHING VISITS

Week 6 – 8: one-time visit with dietitian for goal setting

***Weeks 11, 14, 17, 20, 23 & 26: per participant and
Health Coach schedules***

Look no further.

OPTIFAST Clinically Validated Outcomes

52 pounds mean weight loss

15% mean decrease in serum
cholesterol

29% mean decrease in serum glucose

10% mean decrease in blood pressure

Look no further.

To lose weight and to keep it off is not about will power; it is about being empowered to make the best choices for you!

Quote to live by:

If it is to be, it is up to me!

Look no further.



It's all up to you!

Your success depends on your commitment to achieve better health.

Being overweight is a life-long problem, and while we can help you lose a significant amount of weight, **maintaining** your weight loss will require a **life-long commitment** to the skills we will teach you.

Look no further.

Thank you for attending this session!

Please complete the attendance verification sheet.

Sign-up for initial appointments.

Discuss program with significant other/family or invite them to attend this session.

Call your insurance company.

Call us if you think of any questions!

Look no further.