



## **Q&A with Doctors**

### **WHY SHOULD I PARTNER WITH CMWM?**

CMWM provides a full comprehensive medically supervised proven weight loss system to medical providers.

### **HOW MANY PATIENTS HAVE YOU TREATED THUS FAR?**

We have treated successfully over 60,000 patients with an average weight loss of 16 kg for women and 18kg men.

### **I CAN TREAT PATIENTS FOR WEIGHT LOSS INDEPENDENTLY?**

Yes you can.

Are you going to develop a program?

Are you going to hire and train your staff for weight loss service?

Are you going to develop thousands of handout and support documents to help patients?

Are you going to manufacture the products?

Are you going to develop a process, protocols and procedures?

Are you going to develop and execute a marketing plan to drive revenue to your clinic? digital, social media, offline, online and classic TV print to promote your clinic?

Are you going to develop a software and inventory control to handle your weight loss business?

Are you going to source vendors and suppliers?

Do you really have time to do all above? If answer is yes - thank you for your time - we're not the right fit.

### **WHAT ARE THE BENEFITS OF PARTNERSHIP WITH CMWM?**

Brand recognition with thousands of success cases to showcase to potential patients

Comprehensive proven system that works with over 60,000 patients

Complete turnkey system that can be integrated seamlessly into your practice

Complete customized printed and corporate materials for you and your practice, from handbooks, brochures, flyers, pop up banners, posters and other print materials. Complete training, operations, protocols and procedures

Full advertising and marketing support

Software and inventory control to run your weight loss business.

EMR with scheduling

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### **WHY SHOULD I ADD WEIGHT LOSS TO MY CLINIC?**

Add significant revenue to your clinic and simultaneously help your patients at root level with many medical conditions due to obesity.

### **WHAT IS SPECIAL ABOUT YOUR PROGRAM?**

Our weight loss program is a rapid system with over 90% success rate. Patients lose up to 9 kg per month coupled with education and behavior modification to give patients a long-term weight loss solution that keeps the weight off. We have developed thousands of documents, tips, tools and products to support and educate patients with core focus on behavior modification for long term weight loss success. Handouts on shopping, how to read a nutritional label, restaurant guide, Glycemic index, emotional eating and cravings and the list goes on. Our program is explained in a full color 50 page Step 1 Patient handbook that includes information on everything patients need to know in order to follow the program. Patients are also given a step 2 handbook when they reach transition from Step 1. Our Step 3 starts with our Metabolic Rate Test for daily caloric allocation with extreme accuracy. We include a Cookbook for all steps of our weight loss program, monthly journal for patients to record their daily food intake and exercise, quick weekly menus and a patient packet magazine bi-monthly with articles, recipes and tips specifically published for our patients.

### **TELL ME MORE ABOUT THE PROGRAM?**

It is a low carb, high protein program, where patients stay on 800-1000 calories until they reach ideal weight. Patients transition to step 2 as they get close to weight goal.

### **WHAT ARE THE INJECTIONS?**

B12 injections

Lipo injection: vitamin B's plus amino acids

### **TELL ME ABOUT STEP 3 OF THE PROGRAM:**

Since metabolic rate for individuals is different, our patients begin step 3 of the program with our Breathalyzer metabolic test to determine metabolic rate and calories needed based on age, gender and activity level. Based on printed test results, patients are given a total daily calorie expenditure to maintain current weight. Patients visit the clinic once a month for monitoring.

### **WHAT IS THE AVERAGE LENGTH THE PATIENTS STAY ON THE PROGRAM?**

Typically 12-14 weeks

### **WHAT LEVEL OF SUPPORT CAN I EXPECT FROM CMWM?**

Full support system available to you, your staff and patients





### **HOW MUCH REVENUE CAN I EXPECT TO MAKE PER YEAR?**

An active clinic with a large data base of patients can produce up to \$1,000,000 per year. You need to see between 2-3 new patients per day to reach that level of revenue.

### **WHAT ARE THE PROFIT MARGINS ON THE PRODUCTS?**

Full branded products that complement the program have a 300%-400% profit margin.

### **WHAT TYPE OF MARKETING DO YOU PROVIDE?**

Marketing and advertising support, social media, digital ads, offline print ads, TV and radio and other advertising channels that promote and drive traffic to your clinic. On average clinics experience a 25% increase in patient enrollment as a result of the patient traffic from the weight loss side of your business.

### **I DON'T HAVE A LOT OF TIME TO SPEND ON WEIGHT LOSS PATIENTS**

We understand that predicament and have designed the weight loss system protocol without compromising patient safety and wellbeing. The bulk of the work is provided by your staff and not you the physician. There is no on call or weekends for physicians.

### **HOW OFTEN DO I NEED TO SEE THE PATIENTS?**

We ask you to see the patient on the initial visit and first follow up, in case medication needs to be adjusted, and be available if need be by patients. On a weekly basis patients see your staff.

### **HOW LONG IS THE INITIAL VISIT WITH PHYSICIAN?**

After, EKG, Body composition, Blood work, body measurements, a typical patient without other medical conditions would take 10-15 minutes. Intake form review, Lung, heart and medication interactions.

### **WHAT HAPPENS AT THE WEEKLY VISITS?**

Full body composition, vitals are taken, injection and consult. Patients make appointment for the following week.

### **WHAT MEDICATIONS DO YOU PRESCRIBE?**

Phentermine. Phendimetrazine, Diathalpropane. Medication is a small component of our program; it is used to help patients stay on our very low calorie regiment.

### **WHAT ARE SOME OF THE SIDE EFFECTS?**

At the beginning of the program patients may experience these commons side effects: Jitters, constipation, dry mouth, insomnia, leg cramps, for most patients these symptoms go away after two week being on the program.

