



National MedSales Associates
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www.calmwm.com

A Comprehensive Physician Based
3-Step Weight Loss System



Transform your life today!™

Turnkey Medical Weight Loss Program

CMWM provides a turnkey medical weight loss solution for physicians and clinics to include the following:

- Training for physician
- On site and off site training for staff
- Protocols and procedures
- Software to run the entire weight loss business
- Pre Opening and post opening support
- Comprehensive customized branded marketing and collateral
 - Signage
 - Posters
 - Brochures
 - Coupons
 - Business Cards
 - Flyers
 - Products sheets
- Sales and marketing material
 - Radio ad
 - TV ad
 - Magazine ad
 - Search optimization
 - Social marketing optimization
 - Direct mail
- Vendors and suppliers
- Branded products
- HIPPA compliance
- Continuous support



Companies with wellness programs see a 26% reduction in the use of health insurance benefits and a 28% reduction in the use of sick leave.

The list of co-morbid conditions related to obesity and overweight is alarmingly long. Research has shown that as weight increases to the levels of overweight and obesity, the risks for the following conditions increase dramatically:

- Coronary heart disease
- Type 2 diabetes
- Cancers (endometrial, breast, and colon)
- Hypertension (high blood pressure)
- Dyslipidemia (high total cholesterol or high levels of triglycerides)
- Stroke, Liver disease, Gallbladder disease
- Sleep apnea and respiratory problems
- Osteoarthritis (a degeneration of joint cartilage and underlying bone)
- Gynecological problems (abnormal menses, infertility)



Results drawn from data collected at our clinics show that California Medical Weight Management program participants lose an average of 3–5 pounds per week during the initial rapid weight loss step.

In conjunction with this rapid weight loss, many co-morbid conditions also simultaneously improve.

Consequences of the Obesity Epidemic

We are a "Super-Size" society.

Over 33% of Americans are considered obese with another 34% who are clinically overweight, according to the 2010 Centers for Disease Control National Health and Nutrition Examination Survey.

Medical costs for obese workers are 42% higher than non-obese employees. The Center for Disease Control has conducted extensive research that has found that even a 10% reduction in weight translates into a reduction of \$2,200 to \$5,300 in lifetime medical costs.



According to a Gallup poll, overweight or obese full-time workers miss 450 million more days of work each year than healthy-weight workers, costing businesses over \$153 billion or 1% of total US GDP annually in lost productivity.

The Journal of the American Medical Association estimates that workplace wellness programs return savings of \$3 to \$6 for every \$1 spent. Obese workers are 1.7 times more likely to experience a high level of absenteeism, defined as six or more absences over a six-month period.

What CMWM requires from the physician:

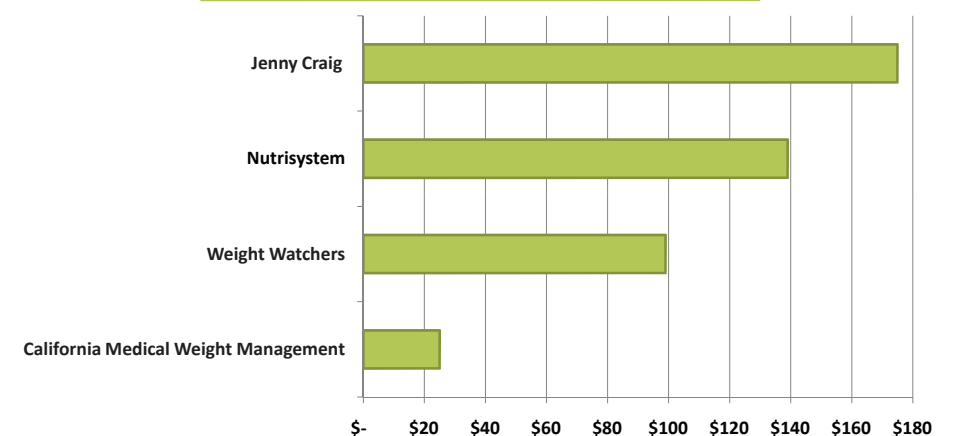
- License fee
- Revenue share
- Initial capital investment for the following:
 - Supply
 - Inventory
 - Equipment
 - Average training is between 2-5 days for physician and 3-5 for staff.

*Your clinic can bring tremendous **health benefits** to your patients, while simultaneously add **significant revenue** to your practice.
On the average the annual revenue is up to **\$600K.***

Add additional 20% - 30% revenue to your practice

California Medical Weight Management Cost Per lb. Comparison

Cost of Each Pound Lost (source: CNN Money June 2011)



BEFORE



Cory lost **69** lbs

AFTER



Coni lost **74** lbs



Leslie lost **73** lbs



Poor Outcomes: Obesity complicates and is complicit in every disease state. Until a physician helps the over-weight patients get control of their weight. The physician is fighting a losing battle trying to get these medical conditions under control and get positive outcomes in patients.

Marketing Acumen: Many physicians have invested time and resources into a new program or medical device without any tangible results or benefit to their patients. CMWM brings the business and marketing expertise to the physician's clinics on a continuous basis to drive in revenue and make the program successful. CMWM is not selling a license. Our success is tied to the doctors success.



What is Our Distinction

Most comprehensive weight loss program available today.

- Over 95% weight loss results
- Average weight loss of 3-5lbs per week
- Fastest growing sector
- Complete System

Better medical outcomes in your CVD patients, hypertensive patients, diabetic patients, etc., when you control their weight.

Low initial investment versus high reward out of the gate.

A completely turnkey system: CMWM will provide physicians and staff training, pre-opening, post-opening, with continuous support.

Saves time: The physician is not being asked to develop the program. It is already done! The physician is not being asked to be a marketing expert...CMWM is the marketing professional at the doctors service.

CMWM seamlessly integrates into the physician's current practice, while keeping the weight loss program separate from the physician's current records and treatment.

We solve the three primary problems physicians face today:

Lack of Time: Turnkey solution that means the only thing the physician needs to do is keep seeing patients like usual.

Over **60,000**
TRANSFORMED LIVES

BEFORE



AFTER



Heather lost **69** lbs



Mark lost **51** lbs

“ This plan **WORKS!** I have tried everything for almost 24 years to lose weight and nothing made sense and just worked for me - till now! I have lost 45.5lbs in just over 90 days!!! If I can do it, anyone can! If you're reading this page and wondering if it works and if it's worth it, don't wait another day - call now and schedule your appointment! It has changed my life!

- Coni C.

“ This program is awesome. It fits into a busy lifestyle, and offers support and great tools for weight loss. It is the first “diet” that I have been able to maintain the weight loss. The staff is great!!!

- Lynn C. Alamo, CA

“ I have lost 55 lbs, and toned my body at the same time in only 5 months.

- Therese B.

Our Program

Our three-step, medically supervised weight loss management system delivers exceptional weight loss without side effects. Our physicians prescribe safe FDA approved appetite suppressants, and therapeutic injections of naturally occurring amino acids and vitamins to boost fat metabolism and provide optimal energy along the way. This program works to promote and maintain good health while participants achieve their weight loss goals. While on our proven program, participants will have access to our physicians and our clinical team, who will guide and support them every step of the way.



Overview of Program

Step One - Rapid Weight Loss:

This is the initial clinic visit when our medical staff determines eligibility for the program from a Body Composition Analysis, a comprehensive medical history, a weight loss physical exam, an EKG, and lab work. A tailored diet is designed and then monitored weekly. Body composition measurements and vital signs are reviewed by our medical staff to ensure weight loss is quick yet safe. Physician prescribed medication, injections and supplements are conveniently dispensed at our clinic.

Step Two - The Transitional Program:

Goal weight is achieved. Weekly medical monitored visits continue while more food is slowly added back into a maintenance food plan. This step is crucial so immediate weight gain does not occur by adding in too much food, too quickly. The metabolism needs time to adjust to the added food intake. Balanced meals are designed to meet energy needs, prevent weight gain, and to avoid weight related diseases. This step continues until weight stabilization and adequate calorie allowance is acquired for maintenance. Unhealthy habits are targeted for immediate change. This includes the same follow-up and medical monitoring as above.

Step Three - Comprehensive Long-Term Weight Maintenance:

Most people believe they “can do maintenance on their own,” but weight “creepage” occurs with many regaining their weight back. Self-monitoring skills need to be applied to prevent weight gain. Monthly personalized instruction and pertinent literature relevant to behavior, nutrition, and fitness at every visit solidifies this commitment. If a 5% weight gain should occur we get you back on track immediately.