

A portrait of Karol H. Clark, a woman with blonde hair and bangs, smiling. She is wearing a black lace top and a necklace with gold and pearl beads. The background is white.

5 Ways to Create a Better Connection with Your Weight Loss Patients

**KAROL H. CLARK, MSN, RN
CEO, WEIGHT LOSS PRACTICE BUILDER**

Welcome!

Hello!

A photograph of two glasses filled with a thick, brown chocolate smoothie. The glass on the left is a coupe-style glass with a small sprig of green mint on the rim. The glass on the right is a taller, more standard glass, topped with a dusting of brown powder. Both glasses are set on a vibrant green, textured tablecloth. The background is a soft, out-of-focus light beige.

**Thank You
Robard!**

ROBARD CORPORATION

Leaders in Weight Management

1

Identify the benefits and most common pitfalls to creating a positive connection with your weight loss patients.

2

Discover 5 ways to create a better connection with your weight loss patients.

3

Learn how to get your team on board to help facilitate a consistent connection with your weight loss patients.

LEARNING OBJECTIVES

Why Does it Matter?





Better Connections with Your Weight Loss Patients Creates:

- Higher Level of Trust
- Empowerment to Follow-Through
- Better Outcomes
- Improved Provider, Team & Patient Satisfaction
- Easier Sales Process
- More 5 Star Reviews



Connection (doing/action) leads to great
relationships (meaningful experience over time)!



Common Pitfalls:

- Poor/No Communication
- Ineffective Listening Skills
- Lack of Transparency or Trust
- Dissatisfaction/Conflicts
- Poor Use of Technology
- Fear of Failure/Rejection
- Ambiguous Expectations, Vision & Goals

**As with any
decision,
you need
to ask:**

- Can I do it?
- Is it worth it?





5 Ways to Create Better Connection with Your Weight Loss Patients



1.

Know Your Market
Intimately
(Emotionally &
Intellectually)

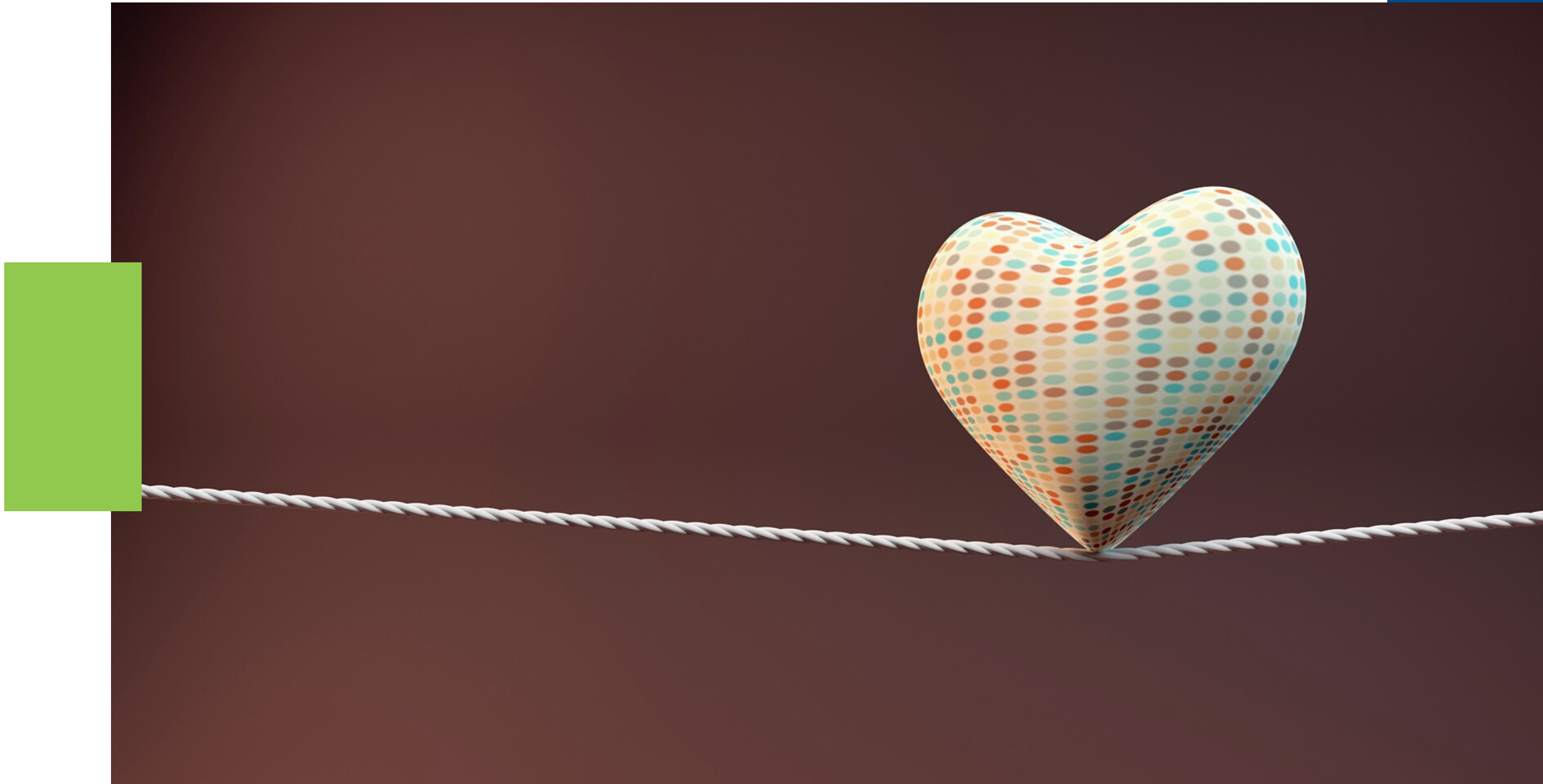
2.

Have a
Prescription Based
Practice & Sales
Process



3.

Balance the
Unscalable with
the Scalable



4.

Hold Regular Mini-Events (Onsite and/or Online)



JULY CORE CHALLENGE

SUN	MON	TUE	WED	THU	FRI	SAT
1st Week 2 min. each	2nd Week 3 min. each	1 Plank Holds Floor Sweepers Side Knee Lift Side Planks	2 Plank Holds Grass-hoppers Bicycle Windshield Wipers	3 Plank Holds Standing Side Bends Crabby Crossovers Plank/Hover	4 Happy 4th Play Outdoors!	5 Swim, Bike or Walk 30 min.
6 Plank Holds Floor Sweepers Side Knee Lift Side Planks	7 Plank Holds V-Sit Bridge Reverse Crunch with a Kick Plank/Hover	8 Plank Holds Standing Side Bends Crabby Crossovers Plank/Hover	9 Swim, Bike or Walk 35 min.	10 Plank Holds Grass-hoppers Bicycle Windshield Wipers	11 Plank Holds V-Sit Bridge Reverse Crunch with a Kick Side Planks	12 Plank Holds Floor Sweepers Side Knee Lift Side Planks
13 Plank Holds Grass-hoppers Side Bends Crabby Crossovers Bicycle Windshield Wipers	14 Plank Holds Standing Side Bends Crabby Crossovers Plank/Hover	15 Swim, Bike or Walk 40 min.	16 Plank Holds Floor Sweepers Side Knee Lift Side Planks	17 Plank Holds V-Sit Bridge Reverse Crunch with a Kick Side Planks	18 Plank Holds Grass-hoppers Bicycle Windshield Wipers	19 Swim, Bike or Walk 40 min.
20 Plank Holds V-Sit Bridge Reverse Crunch with a Kick Side Planks	21 Plank Holds Floor Sweepers Side Knee Lift Side Planks	22 Plank Holds Grass-hoppers V-Sit Bridge Reverse Crunch with a Kick Side Planks	23 Plank Holds V-Sit Bridge Reverse Crunch with a Kick Side Planks	24 Plank Holds Standing Side Bends Crabby Crossovers Plank/Hover	25 Swim, Bike or Walk 45 min.	26 Plank Holds Floor Sweepers Side Knee Lift Side Planks
27 Plank Holds Grass-hoppers Side Bends Crabby Crossovers Bicycle Windshield Wipers	28 Plank Holds V-Sit Bridge Reverse Crunch with a Kick Side Planks	29 Plank Holds Standing Side Bends Crabby Crossovers Plank/Hover	30 Swim, Bike or Walk 50 min.	31 Plank Holds Floor Sweepers Side Knee Lift Side Planks	3rd Week 4 min. each	4th & 5th Weeks 5 min. each

Center for Weight Loss Success 2014

E. Sazenski@cfwls.com P: 757.872.1888

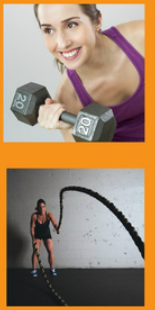
645 J. Clyde Morris Blvd. Newport News, Virginia 23601 www.CFWLS.com

IT'S CALLED A WORKOUT BECAUSE IT REQUIRES EFFORT! WITHOUT THE WORK, IT'S SIMPLY AN EASY OUT.

"Exercise Is Good Medicine!"

Don't ask me why I workout ask yourself what you can do!

Beginning
Saturday
March 23rd
8:30-9:30 a.m.



Functional Fitness

CARDIO . STRENGTH . FLEXIBILITY

KG, Group Instructor

CENTER FOR WEIGHT LOSS SUCCESS

STEPS TO SUCCESS

Virtual Walking Group

CARDIO FITNESS & **FUN** STEPS TO GET STARTED



QUICK & EASY

Low Carb Meals

CFWLS Surgical Support Group

Center for Weight Loss Success
645 J. Clyde Morris Blvd.
Newport News, VA 23601

Dawn Olson, Nutritionist

- Recipes
- Cooking Tips
- Low Carb Substitutions
- Healthy Cooking Methods
- Low Cost Proteins
- Menu Planning
- Meal Prep

Bariatric Recipes

HIGH PROTEIN • BARIATRIC NUTRITION • LOW CARBOHYDRATE • VITAMINS • MINERALS • FIBER

Quick & Easy Low-Carb Meals



5.

Consider an
Occasional
'Signature Event'

6.

Bonus Reminder: Embrace E-Newsletters & Nurturing Sequences

Weight Management University for Weight Loss Surgery™

Welcome to Orientation Class!

Please make certain that you have logged into your membership site and watched the videos in [Your Guide to Preparing for Weight Loss Surgery](#). These are the 8 videos & your digital copy of Your Guide to Preparing for Weight Loss Surgery. (You may print this file if you'd like but you will receive a paper copy of the book at your pre-op appointment with Dr. Clark).

Your Weight Loss Surgery Pre-Op Guide

Your Book Checklist

Course Contents

- Keep Intake and Keep Size Plan
- Identify and Weight Loss Surgery Prerequisites
- Behavioral/Health Modification
- Your Surgery Experience
- Weight Solutions Before Weight Loss Surgery

Your Guide to Preparing for Weight Loss Surgery

Weight Management University

Welcome to Weight Management University™!

Congratulations on your decision to improve your health and lose weight with the help of me and my staff of experts at the Center for Weight Loss Success. We want you to be successful and look forward to helping you achieve your goals. The very first thing you need to do is create a 'WMU' folder so that you can save all of my emails so if you need to refer to any of the information again you know exactly where to find it. Do this NOW before you forget!

We want you to remain as motivated as you are today throughout your program. I have listed [5 key strategies](#) for you in order to experience a successful weight loss journey that will lead to a lifetime of healthy behaviors so you can keep your weight off for good!

1. Commit to actively participating in your Weight Management University™ program and all the Center for Weight Loss Success has to offer.

Health Bites

www.CFWLS.com

What's Causing These Cravings?

Carbohydrates are responsible for a large part of the cravings you may feel. The more you eat, the more you want. When we eat carbohydrates they are reduced to simple sugars. These sugars enter our blood stream and trigger an insulin release. The more refined foods containing 'simple carbohydrates', such as Dr. Clark's six C's (Cereal, Candy, Chips, Cookies, Coke, and Crackers), lead to a quick release of insulin followed by a rapid drop in blood sugar (hypoglycemia) that triggers an intense craving for more carbohydrates. It can be a vicious circle – and not one that counts as cardio! You can minimize the physiological aspect of cravings by trying a few of these tips:

- Control your blood sugar swings by eating protein every few hours.
- Keep your carbohydrate levels below or equal to your protein levels at each meal or snack.
- Avoid those 6 C's as well as the heavy starches (rice, potatoes, pasta & bread).
- Carry protein based snacks with you at all times.
- Avoid becoming overly hungry, you are less likely to make good choices.
- Exercise may help distract you from cravings and helps to utilize the extra sugars in your bloodstream.
- Wait it out. Give yourself 15 minutes and see if the craving goes away.
- Drink a glass of water. We often interpret thirst as hunger.

Another supplement that may help is Carnitine tartrate. It can potentially help with carbohydrate cravings and also aid weight loss. Carnitine helps transfer fatty molecules (fuel) into your cells mitochondria where the fat is burned and energy produced. Dr. Clark recommends that Carnitine usually needs to be taken 1-4 grams/day in divided doses.

That Motivation Mentality

I was talking with a client the other day and I asked how many times they had attempted to lose weight and they replied "Every Monday". Perhaps this resonates with you. You know how it goes. Over the weekend you over-indulge and then feel bad on Sunday and sort of beat yourself up until you are "over yourself" and vow that Monday you will change and get back on track or get a fresh start. That works great until around Wednesday (or hopefully even longer) and then you get stressed, someone/something upsets you, a saboteur in your life influences you and your efforts are all but over and you are back to your old ways of coping which often involves food.

So what do you do? What will make that initial desire and zest to accomplish your goal become a reality and enjoyable way of life?

QUOTE OF THE MONTH
"Unless YOU make the change,
CHANGE will never occur!"
Dr. Thomas W. Clark

Fit Bits...
Pedometers and stopwatch apps are good tools to track your workout progress. These can be found in your favorite app stores and are often available at no cost. My favorite? Map Your Walk – it's free!

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DR. CLARK'S
CENTER FOR
WEIGHT LOSS
SUCCESS

FOR YOU
THIS
WEEK:

Webinar:
Estrogen
Dominance &
Estrogen
Deficiency

Newsworthy:
Overcoming
Barriers

Recipe:
Baked Orange
Roughy

LOSING WEIGHT USA

The Ultimate Plan for Weight Loss Success

DECEMBER 7, 2018

Overcoming Barriers

Only you have the power to change your life and improve your health so why wait? Sounds easy enough doesn't it? But as you know, there's more to it than that. I have to ask you to answer this question honestly - "Are you ready for weight loss?" You need to really think about this before you can expect to be successful. Otherwise, your lack of readiness will be an obstacle that is rarely overcome. Let's take it another step further. If you want to lose weight and improve your health but find that deep down you really don't want to change your behaviors, then you must ask yourself...Why? Is it fear of failure? Is it fear of success? Is it too much work? We are all resistant to change to some degree. We all have our own unique "barriers" that keep us from what we want. What are yours? You may just want a quick fix. If so, we can help you do that. However, why just get a quick fix when you can lose weight/improve your health and learn how to make positive changes for life? You've heard it before "If you keep on doing what you've always done you will get the same results". Knowing that you need to change is one thing...doing it is another. So what do you do? Think about it. You choose to make changes every day (you move, you get married, you start a family, you face challenges, change jobs and more). Certainly these changes aren't easy but you make them. Why is losing weight often harder? I think it may be that you don't resist change...what you resist is BEING changed. Sometimes the only way you feel in control is to resist the change. So what do you do? Freely choose (for yourself) to lose weight. When you freely choose, you OWN your decision. Define the outcome you want (important to YOU, write it down, list the reasons for changing and review them often).

Choose smart when necessary they lead you your destination (relates to food choices). But detours are a journey – don't your destination you get a little Write down your goal. Plan, plan, plan some more...and leave less error) Recruit support plan for deal saboteurs. Your destiny is in your hands. We as and I can assure come is worth

LOSING WEIGHT USA

The Ultimate Plan for Weight Loss Success

Fiber Facts...or Fiction?

Hi Shannon!

You no doubt know that fiber is important for your digestive system and that it helps you to feel full. What are your best sources and how much is enough? Join me tonight as I discuss the vital role that fiber plays in helping you lose weight.

Log into your [membership site](#) for the latest tip sheet~

Join me at 12:15!

Weight Management University for Weight Loss Surgery

Welcome back!

Tracking your intake has been relatively easy since you've been eating mostly liquids and soft foods until now. As your food choices start to increase and you add regular items back into your diet, journaling each food becomes vital to your weight loss success.

If you haven't already, it's time to read the second chapter of Weight Management University for Weight Loss Surgery™. This module is on *Nutrition & Journaling Basics*. Watch the corresponding webinar now. [My Membership Site](#)

Make sure that you are drinking at least 8 cups of **water** daily as water is responsible for every metabolic process in your body.

Move more. Choose an activity that you enjoy and try to add extra steps into your daily routine. There are some great fitness tutorials in your Membership Site. Your body will love you for it.

**How to get your
team on board...**



A person wearing blue medical scrubs and a blue stethoscope around their neck is holding a white rectangular sign with both hands. The sign has the words "Hire ME" written in large, bold, black, hand-drawn letters. The word "ME" is underlined with two red lines. The person's face is not visible, and the background is white.

1.

**Hire the Right People &
Onboard them Properly**

2.

Communicate Your Expectations



3.

Listen

4.

**Allow & Encourage
Varied Ways of
Effective
Communication**



A collage of various colored envelopes (brown, red, blue, yellow, green, orange, pink) and a white card with the handwritten text "THANK YOU!".

5.

**Reinforce Positive
Communication
Behaviors**

6.

Recognize Anyone in Your 'Communication Prevention Department'

- Thoughts
- Actions



A top-down view of several hands of different skin tones holding white puzzle pieces in a circular arrangement. The hands are positioned around the perimeter of the frame, with some people's faces partially visible at the bottom. The background is a solid light green.

7.

Right Roles for the Right People

8.

Model Great Communication



Summary



Download Your Free Action Guide



5 Ways to Create a Better
Connection with Your
Weight Loss Patients

Weight Loss Practice Builder, LLC

Karol H. Clark, MSN, RN
CEO, Weight Loss Practice Builder, LLC

**Weight Loss
Practice Builder**

Questions?

REACH OUT TO ME...

KAROL@WEIGHTLOSSPRACTICEBUILDER.COM



A person's hands are holding a bright yellow rectangular card with a simple black smiley face drawn on it. The card is held up against a background of a bright sunset or sunrise, with the sun low on the horizon creating a strong lens flare and illuminating the scene. The person's hands are visible, with fingers gripping the edges of the card. The overall mood is warm and positive.

Thank You!