

The Business of Bariatrics

Creating a Program that Generates
Optimal Outcomes for Patients
& Profitability for Your Practice



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Welcome



Our Goals for Today

1. Discuss 5 necessary components of a successful weight loss practice
2. Review 3 strategies for improving patient outcomes and patient engagement
3. Identify best practices for effectively integrating nutraceutical products into your practice

These strategies work whether you:

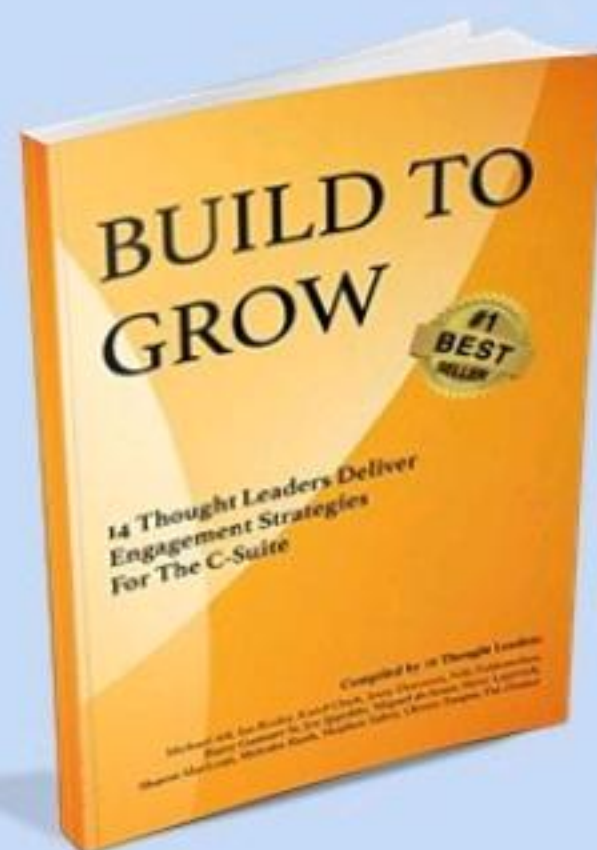
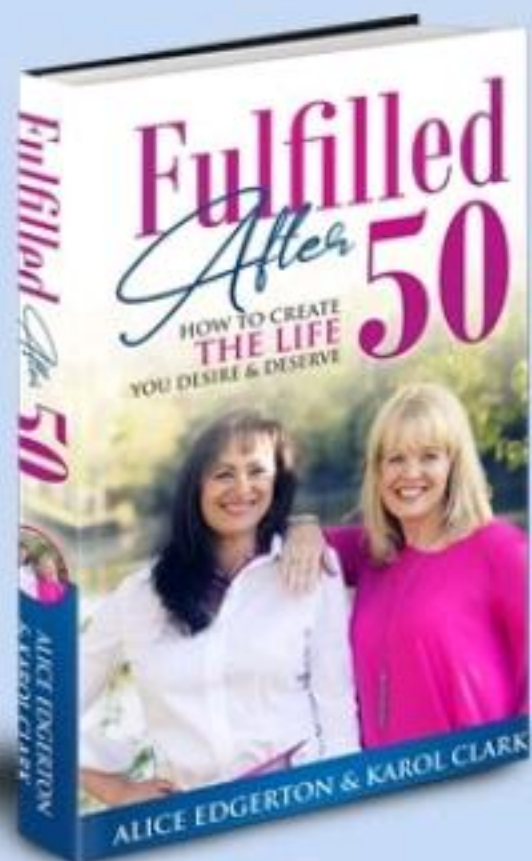
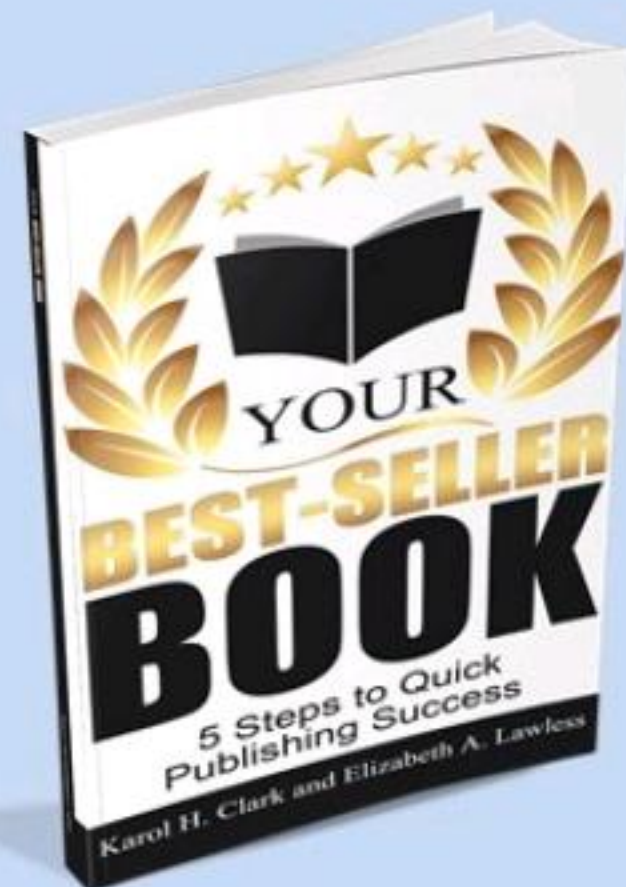
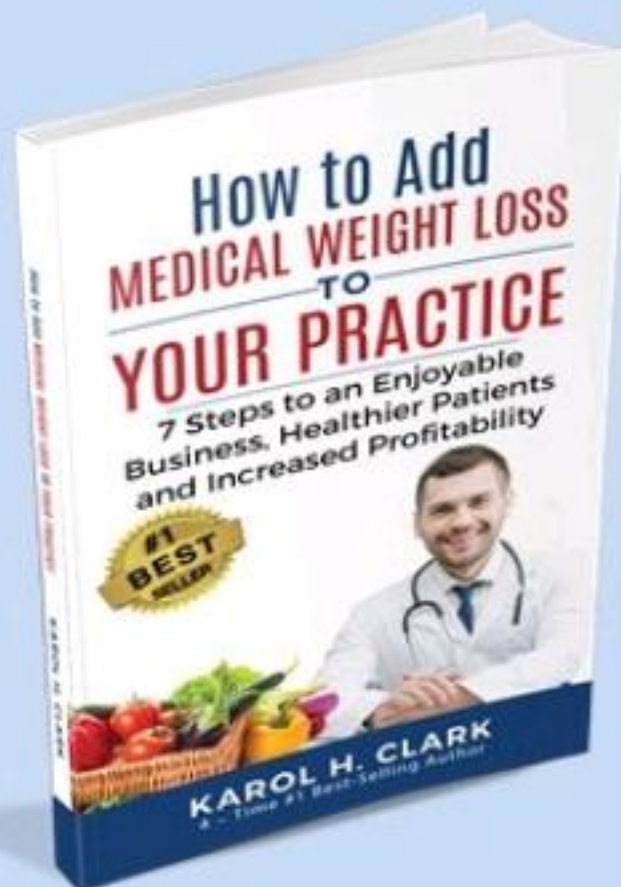
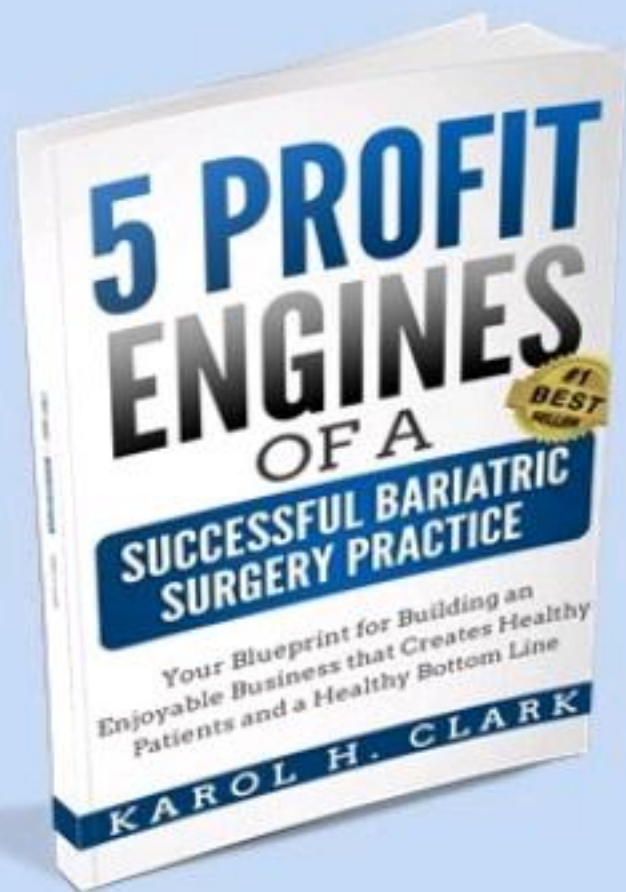
- Want to stay small or go BIG
- Are establishing a new practice or growing an existing practice
- Are independent or hospital based
- Have 1 or multiple practitioners



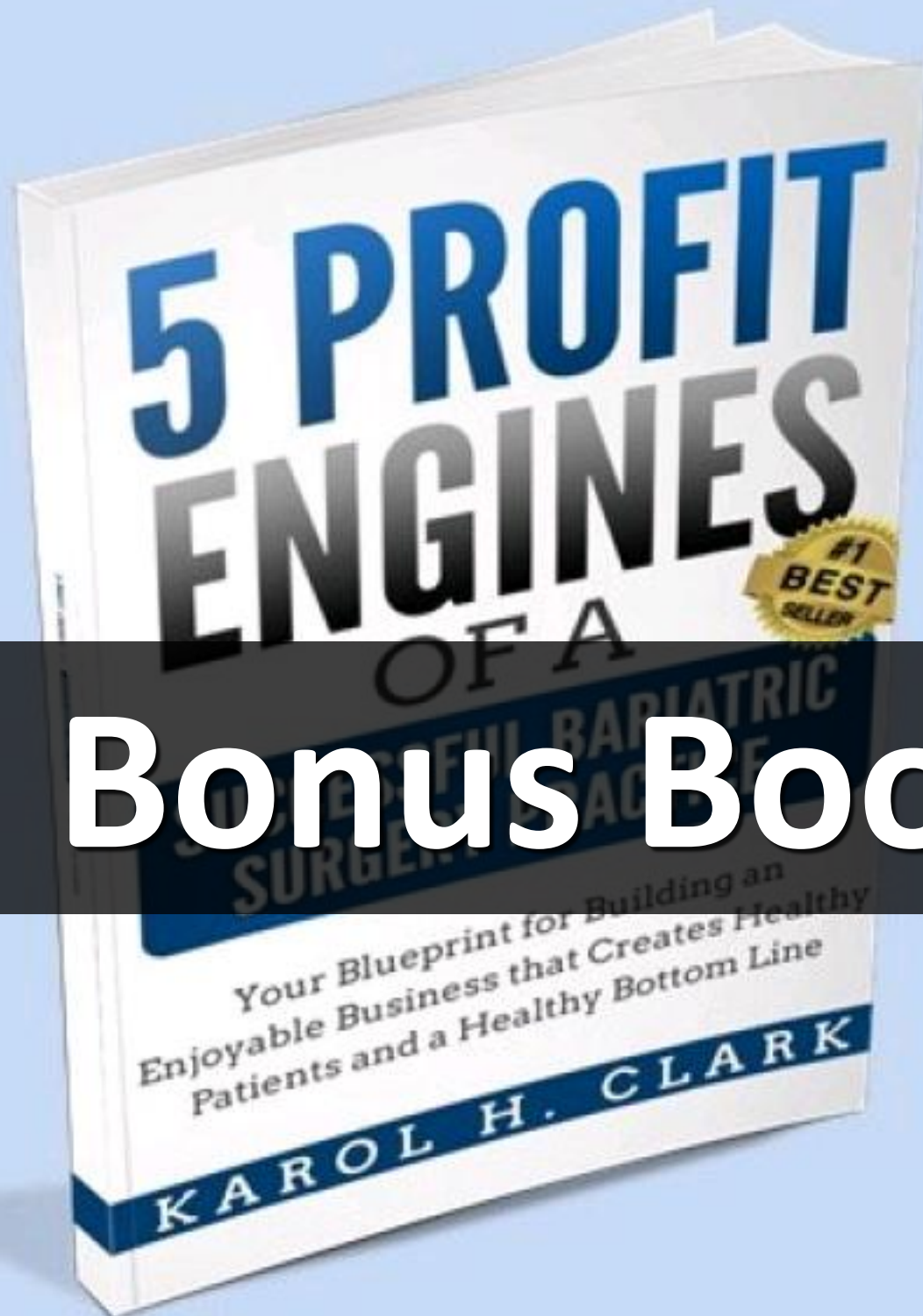
My story...

In the Trenches - Just Like You





Bonus Book Giveaway





My Passion



5 Necessary Components of a Successful Weight Loss Practice

A hand holds a pair of black-rimmed glasses over a vision chart. The chart has rows of letters and numbers. The text 'Create Your Vision' is overlaid in white on a dark horizontal band across the center of the image.

Create Your Vision

A person wearing a dark blue long-sleeved shirt is holding a white mug with both hands. The mug has the text "LIKE A BOSS" printed on it in a stylized font. A dark, semi-transparent banner is overlaid across the middle of the image, containing the title text in white. The background is a bright, slightly blurred indoor setting.

Determine Your Business Model & Program Components/Revenue Streams



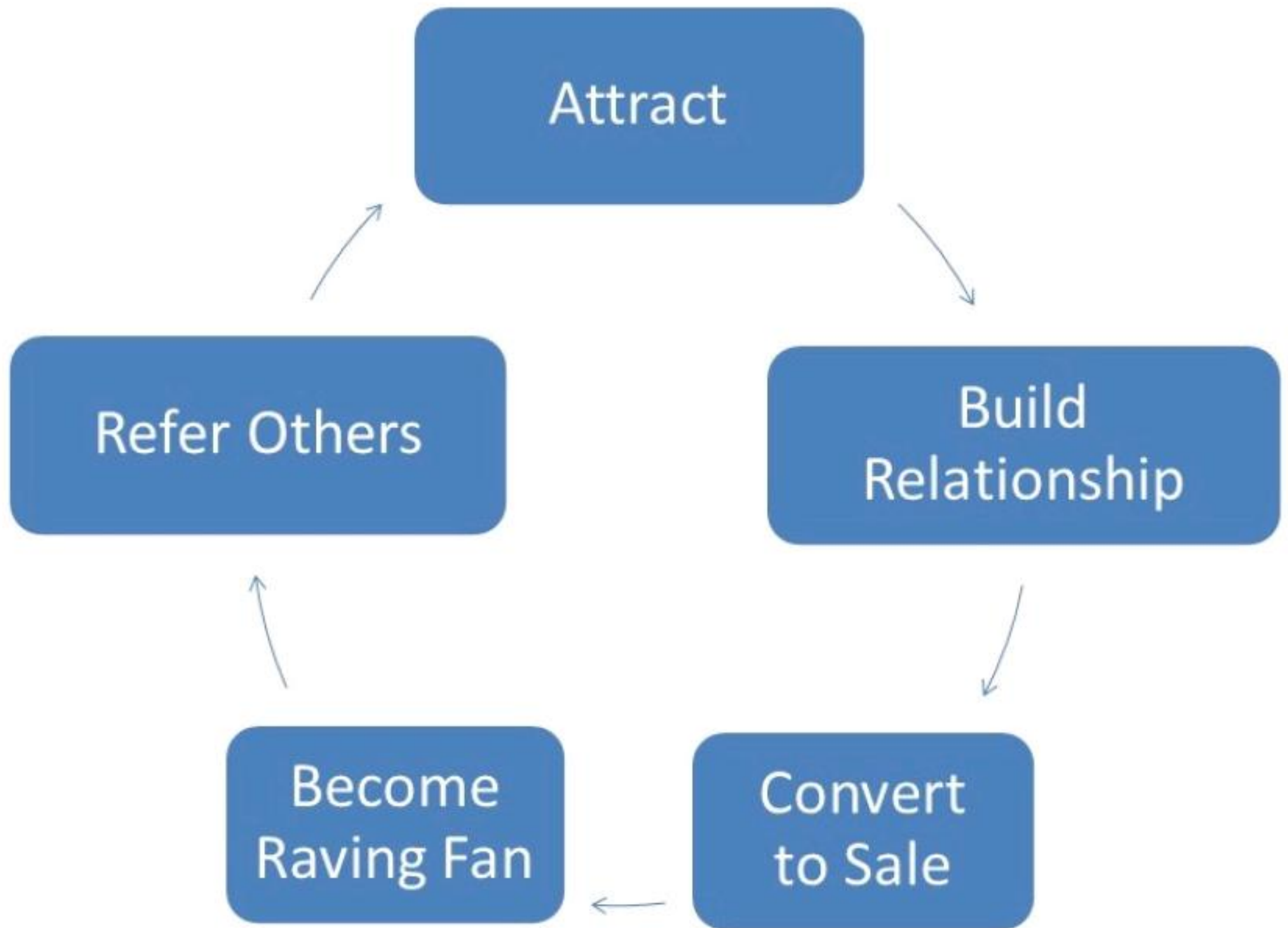
Identify Your Resources &
Establish Your Team

A collage of celestial bodies against a black background. At the top left is a portion of Earth showing blue oceans and white clouds. To its right is Mars, a reddish-orange sphere with darker spots. Below Mars is Jupiter, a large sphere with prominent horizontal bands of orange, white, and brown. In the center is Saturn, a pale yellow sphere with a prominent ring system. At the bottom left is Uranus, a light blue sphere. To its right is Neptune, a darker blue sphere. The text "Build Necessary Systems" is overlaid in white, sans-serif font across the middle of the image.

Build Necessary Systems


An aerial photograph of a dense forest with a circular road that forms a loop. The road is light-colored and contrasts with the dark green foliage. The text "Implement Your Circle of Life" is overlaid in white on a dark, semi-transparent circular background that matches the road's shape.

Implement Your Circle of Life



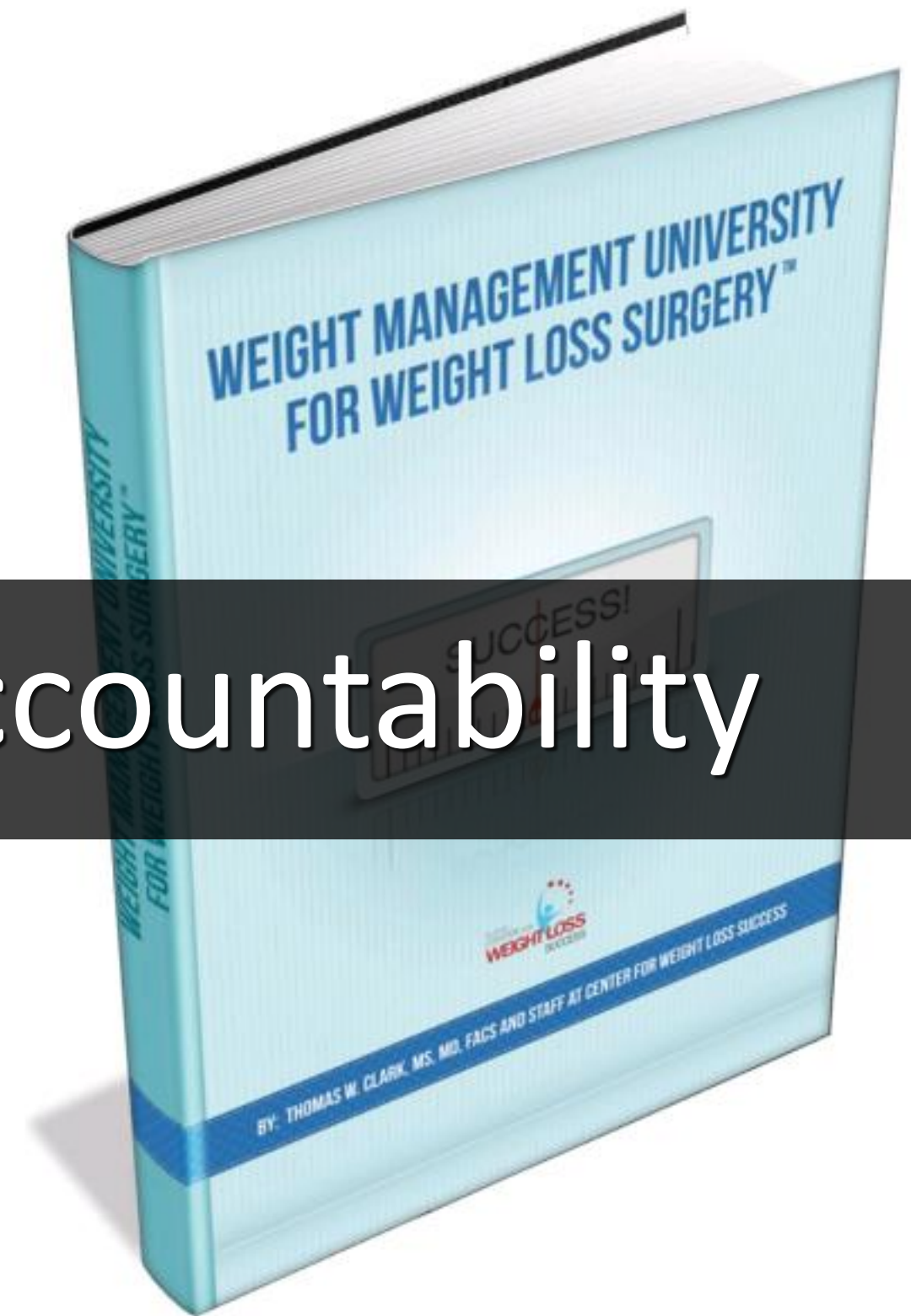
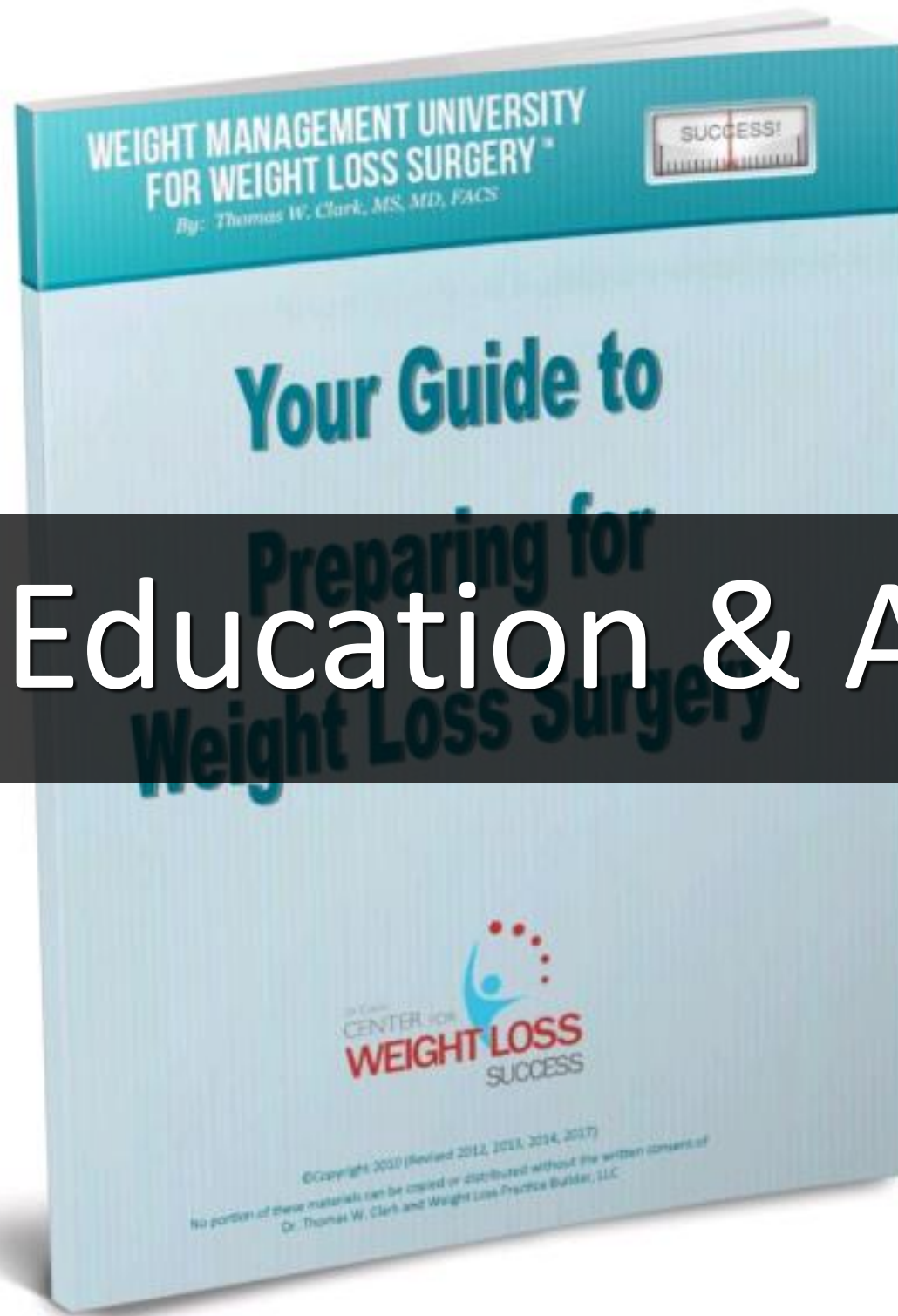
Summary

1. Create Your Vision
2. Determine Your Business Model & Program Components
3. Identify Your Resources & Establish Your Team
4. Build Necessary Systems
5. Implement Your Circle of Life



3 Top Strategies for Improving Patient Outcomes & Increasing Patient Engagement

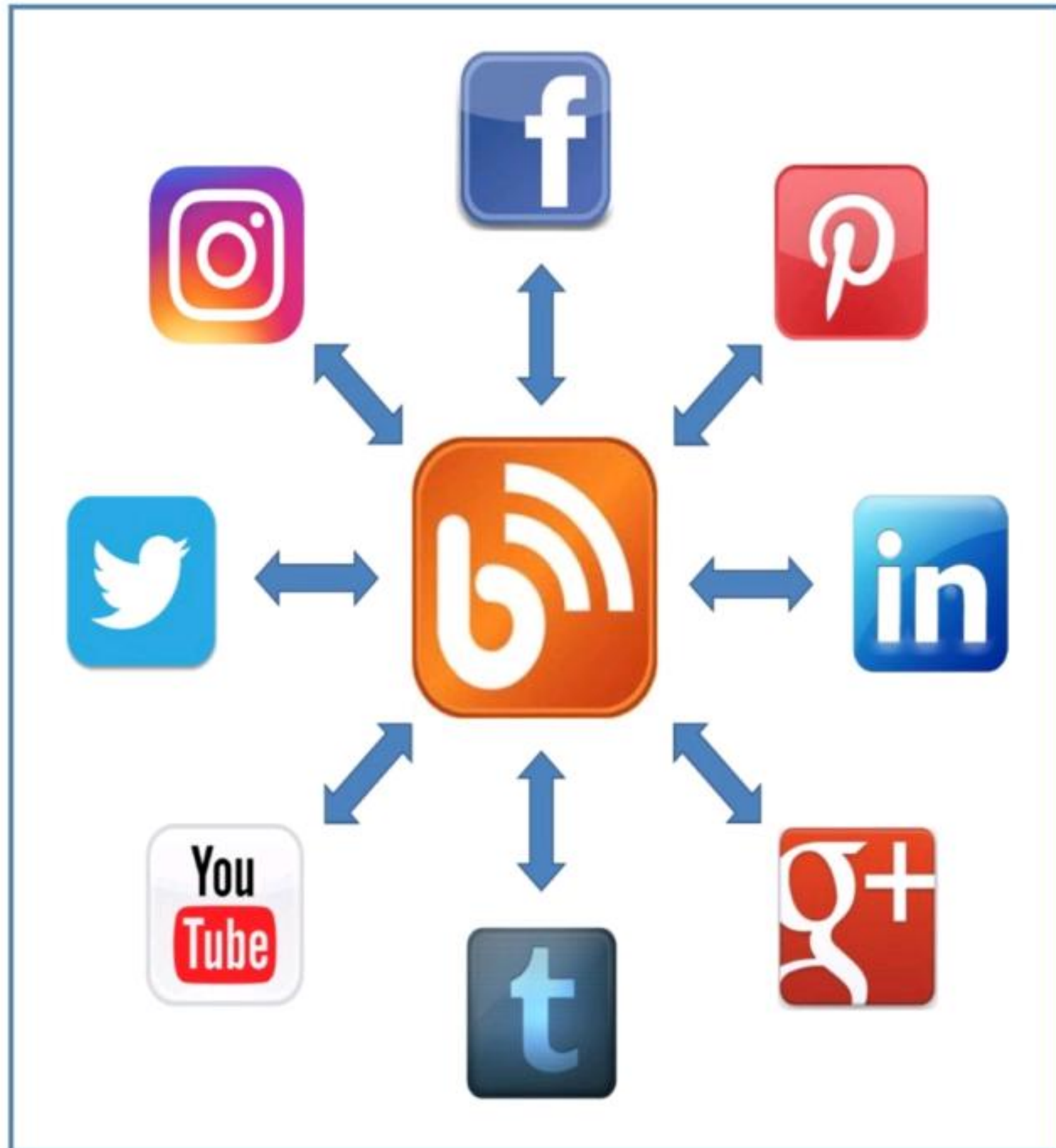
Education & Accountability



A black and white photograph of a microphone on a stand, with a blurred background of stage lights. The microphone is in the foreground, angled towards the right. The background shows out-of-focus stage lights and structures, creating a bokeh effect. A dark horizontal band across the middle of the image contains the title text.

Personalized Marketing







Weight & Inches™

Great Taste
GREAT
NUTRITION!

A program for losing weight
and reducing body fat

Protein Meal Replacement Shake
CHOCOLATE
Artificially Flavored

7 PACKETS - TOTAL NET WEIGHT 13.5 OZ (384g)



Weight & Inches™

Great Taste
GREAT
NUTRITION!

A program for losing weight
and reducing body fat

Protein Meal Replacement Shake
VANILLA
Artificially Flavored

7 PACKETS - TOTAL NET WEIGHT 13.1 OZ (373g)



Retail Sales

Summary

1. Education & Accountability
2. Personalized Marketing
3. Retail Sales

The background image shows a room, likely a store or office, with numerous shelves filled with boxes of nutraceutical products. The boxes are arranged in a grid-like fashion on the shelves. In the foreground, there is a small table with two chairs, and a patterned rug is on the floor. The overall lighting is dim, creating a focused and professional atmosphere.

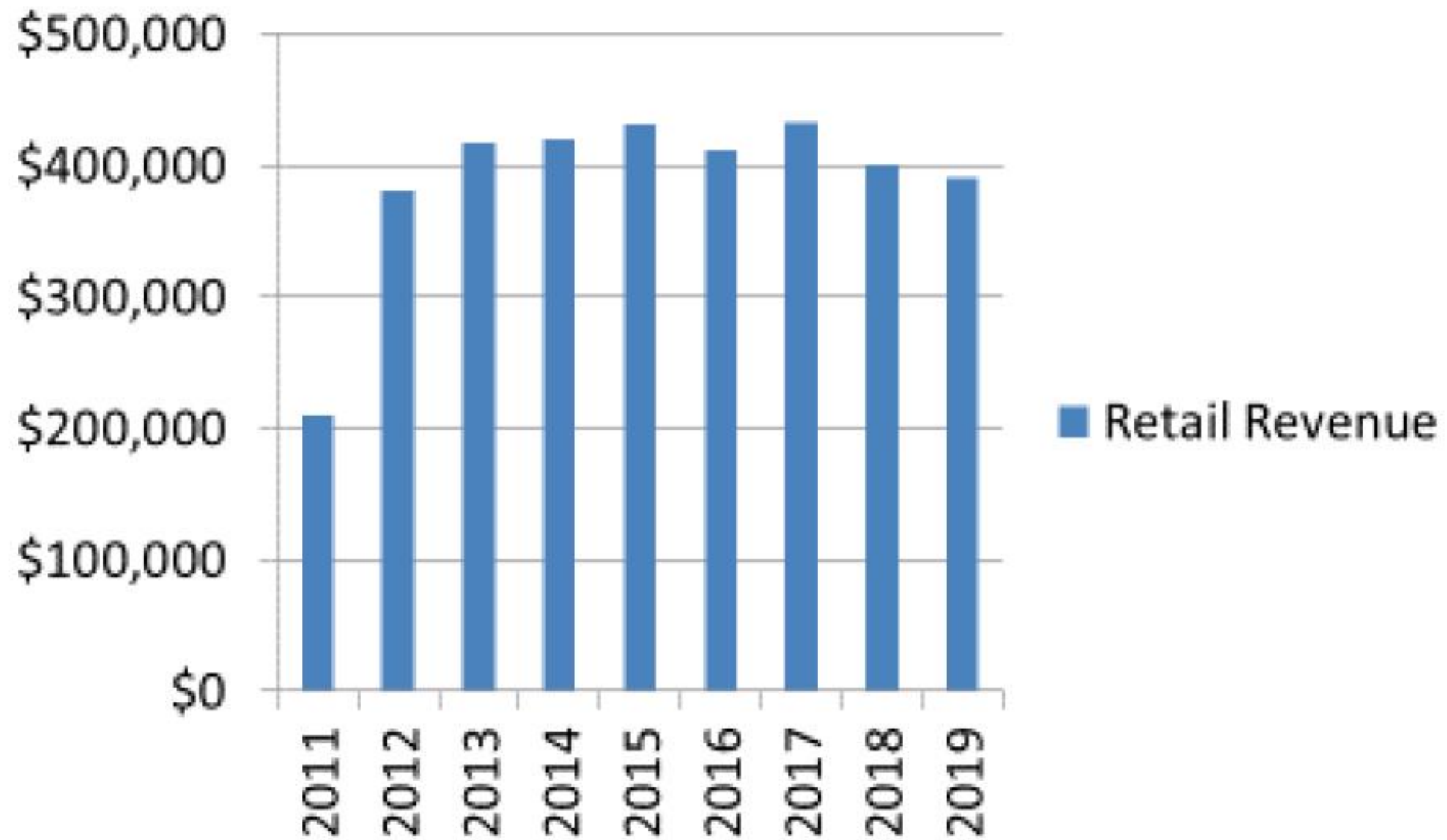
Best Practices for Effectively Integrating Nutraceutical Products Into Your Practice

A close-up photograph of a computer keyboard. A prominent green key with the word 'revenue' in white lowercase letters is the central focus. Surrounding it are standard white keys with black lettering, including 'A', 'S', 'Z', 'alt', 'option', and 'control'. A semi-transparent dark grey banner is overlaid across the top half of the image, containing the text 'GREAT Potential' in a large, bold, white sans-serif font.

GREAT Potential

revenue

Retail Revenue



Best Practices



- Variety of Quality Products
- Private Label
- Presentation/Display/Simplify Sales for Your Team & Patients
- Discount for Team

Best Practices



- Rewards System
- Bundle Products
- Integrate Into Just About Everything You Do
- Ongoing Creative Marketing

When you're willing to see your life differently, then you invite your life to show up differently.

Shari Alyse

www.CFWLS.com



There is no elevator to success. You have to take the stairs.

www.cfwls.com



★★★★★

IT'S WEIGH-IN WEDNESDAY!



IF NOTHING CHANGES... NOTHING CHANGES.

DR. CLARK

CFWLS.COM

#WeightLossWithDrClark

Selfie Shots with Dr. Clark

Enter & Win a Free Mini Jump Start with 2 B12 injections



"I don't think people realize that the guilt and burden of weight you carry isn't just on the body. It's hundreds of pounds on your soul. There's a million ways weight loss has changed my life."

Allen Fabian

Weight Loss: 132 Pounds



PERFECTLY PUMPKIN

A Fabulous Fall Flavor

Nutrition Store Event
SEPTEMBER 19TH
4 - 7 pm



Center for Weight Loss Success

Weight Loss Surgery Support Group



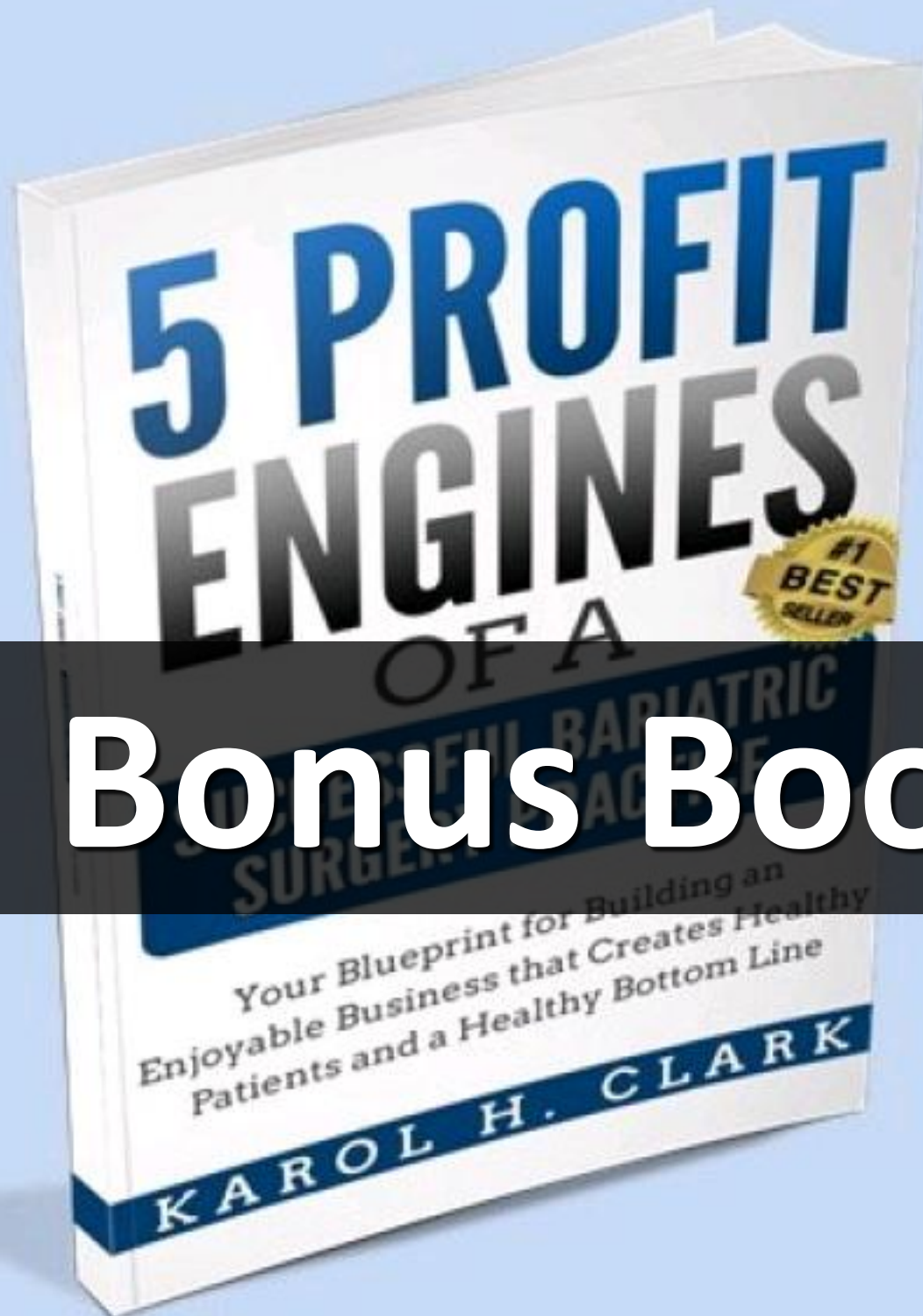
WHAT YOU DO EVERY DAY MATTERS MORE THAN WHAT YOU DO EVERY ONCE IN A WHILE

LOOKING FOR MORE THAN ANOTHER FAD DIET?
WWW.CFWLS.COM 757.873.1880



Questions?

Bonus Book Giveaway



A woman with blonde hair and a black top is smiling. The image is partially obscured by a dark grey banner at the bottom.

Thank You!

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