

# Three Pillars of a Profitable Weight Loss Practice:

How to Thrive After a Tumultuous Year in the Industry

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Thank You Robard!

**ROBARD CORPORATION**

Leaders in Weight Management

# Learning Objectives:

1. Identify how to leverage your unique expertise and personality to create marketing content that resonates with and attracts your ideal patient base.
2. Understand the core buying principles that drive patient decisions and how these common -sense behaviors should influence your patient communication and service offerings.
3. Develop patient -centered systems that benefit your practice and team by ensuring personalized, proactive guidance and care tailored to what is genuinely best for each patient.



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If we haven't had the  
pleasure of connecting yet...







Do you feel like you have been on a bit of a roller coaster this year?

- In a good way?
- In a frustrating or disappointing way?





You are not  
alone...

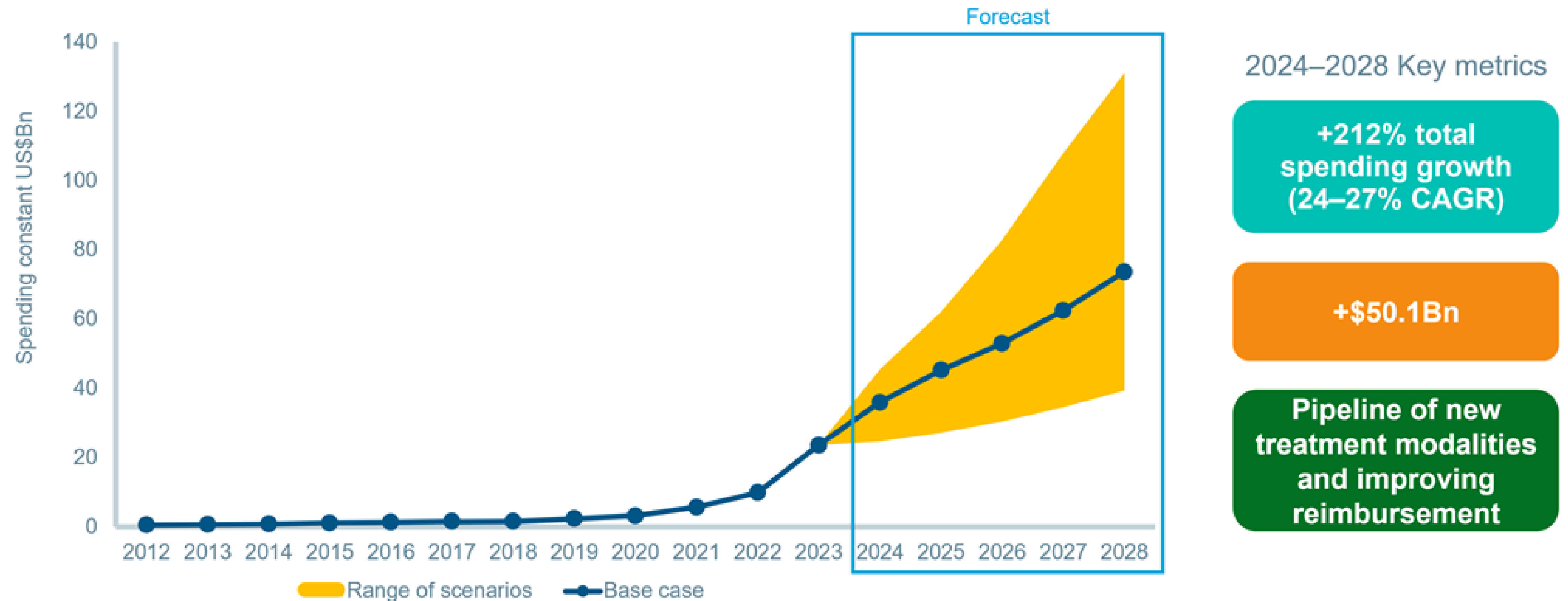




## Our Reality:

- Market Growth with Increased Availability & Use of GLP-1 Medications
- Overall Decline in Bariatric Surgery
- Healthcare System Adjustments
- Obesity Rates Remain High
- Marketing Strategies Ever-Changing

# Market Growth with Increased Use & Availability of GLP-1 Medications

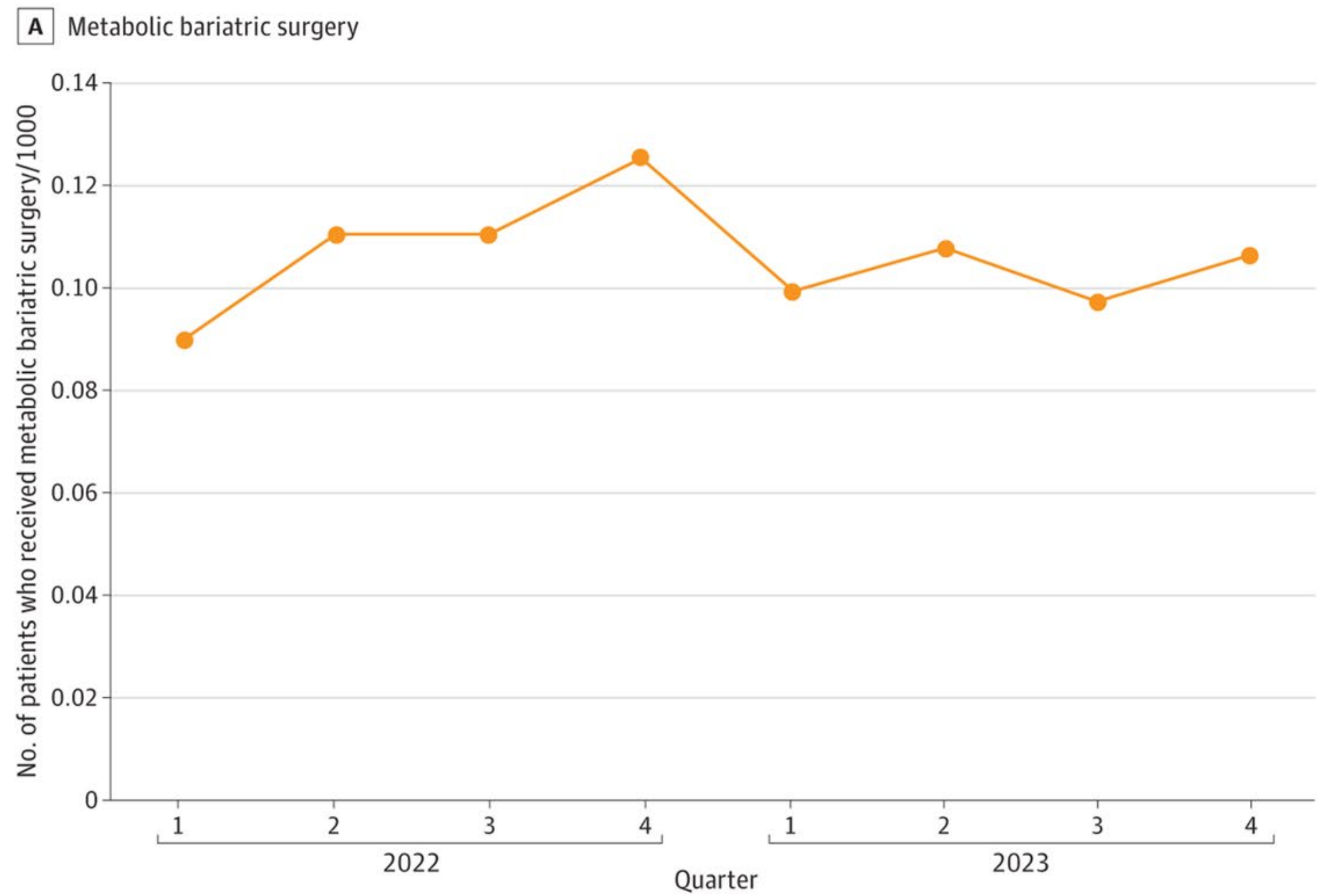


<https://www.iqvia.com/locations/emea/blogs/2024/10/2024>

-the -obesity -markets -inflection -point



# Overall Decline in Bariatric Surgery



[https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2825349?utm\\_source=For\\_The\\_Media&utm\\_medium=referral&utm\\_m\\_links&utm\\_term=102524](https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2825349?utm_source=For_The_Media&utm_medium=referral&utm_m_links&utm_term=102524)



# Healthcare System Adjustments

- Some health systems have responded to decreased demand by closing hospital -based bariatric surgery programs, further influencing the decline in surgical procedures. (Harvard News)
- Anecdotally...



# Obesity Rates Remain High

- The prevalence of obesity among adults has slightly decreased in the US but remains higher than 10 years ago.
- However, November 2024 reporting indicated that by 2050, 2 in 3 adults, 1 in 3 teens, and 1 in 5 children in the US are expected to be obese.
- Bottom line - weight issues in the US are not going away. You and your expertise is desperately needed!





# Marketing Strategies are Ever Changing

- Website/SEO
- Social Media (Organic & Paid)
- Content Marketing
- E-mail Marketing
- Integration of AI
- UGC (User Generated Content)
- Use of Influencers
- Partnerships
- All While Remaining HIPAA  
Compliant with Your Digital  
Marketing Campaigns...



Despite  
Everything...  
Three Pillars of  
Success Remain

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1. Expertise & Personality Driven Marketing
  2. Common Sense Buying Principles & Behaviors
  3. Proactive & Patient Centered Systems





# 1. Expertise & Personality Driven Marketing

- Your Expertise and Personality are the Differentiators that Set Your Practice Apart
- Patients Connect with Authentic Providers They can Trust & Trust is Built on Authenticity
- Patients Often Google First
- Patients Tend to Respond to Efficiency, Excitement, & Engagement



# 1. Expertise & Personality Driven Marketing

## Action Plan:

- Be Open Minded
- Include Your Team
- Showcase Your Expertise
  - ☐ Podcast, Video, Blog, Webinar, Video Graphics, Testimonials, Training, Awards, Certifications
- Personalize Your Brand
  - ☐ Behind-the-Scenes, Personalized Messaging (even old school)
- Leverage Thought Leadership



## 2. Common Sense Buying Principles & Behaviors

- What Do Your Ideal Patients Want?
- Complexity Creates Doubt & Inactivity
- Patients Think in Terms of Value
- Emotional Buying Drives Commitment
- Follow-Up!!! Patient Tracking
- Trust is Key in Big Decisions





## 2. Common Sense Buying Principles & Behaviors

### Action Plan:

- Simplify the Decision-Making Process
  - ☐ Clear Service/Pricing Menu
  - ☐ Scripts/Various Ways to Communicate
  - ☐ Consider Starter Package
- Focus and Highlight Value
  - ☐ Bundled Services/Loyalty Program
  - ☐ Transparent Pricing
  - ☐ Focus on Outcome
- Build Trust Through Social Proof



### 3. Proactive & Patient Centered Systems

- 6 Primary Systems (Team, Patient Pathway, Marketing, Finances, Revenue Streams, Reporting)
- Patients Crave Consistency/Knowing What to Expect
- Efficiency Reduces Friction
- Support Drives Long -Term Success
- Individualized Care Promotes Loyalty

### 3. Proactive & Patient Centered Systems

#### Action Plan:

- What is Your Highest System Frustration?
- Begin There
- Think Big, Start Small, Take Action
- Streamline Scheduling & Communication
- Focus on Education & Support
- Build a Scalable Practice





# Summary

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It has been a tumultuous (yet exciting) year.

You and your expertise is needed now more than ever. What's your vision, goals & action plan?

Focus on these 3 pillars for long -term success.

- Expertise & Personality Driven Marketing
- Common Sense Buying Principles & Behaviors
- Proactive & Patient Centered Systems





**Thank You!**





# QUESTIONS...

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