Creating Health for Your Patients and Your Practice
WHY OPTAVIA?

The OPTAVIA program can help you:

Offer patients a proven and established system to help them reach their optimal weight and create a lifelong transformation.

Improve the overall health of your patients by helping them lose weight and lowering their BMI.

Be at the forefront of a new era in medicine by creating lasting health instead of reacting to disease and treating illness.

Generate growth based on your efforts and offer the benefits of OPTAVIA with minimal costs, no overhead, and no inventory requirements.
In 2013, the American Medical Association® recognized obesity as a disease, helping to change the way the healthcare community understood and confronted this complex issue. The number of people affected by obesity and the costs of its effects are staggering.

- 78.6 million U.S. adults are obese, affecting over one-third of the U.S. population.¹²
- $190.2 billion healthcare dollars (nearly 21% of annual medical spending in the U.S.) are spent on obesity-related illnesses in the U.S.³
- Businesses lose $4.3 billion dollars annually due to obesity-related job absenteeism.⁴
- Weight loss of just 5% to 10% is likely to produce health benefits.⁵⁶

OPTAVIA’s revolutionary approach to health can help transform individuals and families, and step-by-step offers the possibility of a healthier America by helping millions reach and maintain their optimal weight.

---

TOGETHER WITH OPTAVIA YOU CAN HELP YOUR PATIENTS ACHIEVE OPTIMAL HEALTH

OPTAVIA’s philosophy is based on creating lasting health by combining these three components:

1. Scientifically-proven products and programs
2. A FREE OPTAVIA Coach and a Community of support
3. The Habits of Health System to create lasting health

OPTAVIA is the coaching support division of Medifast, Inc., a publicly traded company on the New York Stock Exchange (NYSE: MED). Medifast® is a brand that has been recommended by over 20,000 doctors since 1980. It’s one of America’s most respected weight management companies.

At OPTAVIA, our commitment isn’t just to helping people lose weight; we believe in Optimal Health - a life of sustainably better health that can improve everyday living and create new opportunities for your patients. The truth is that many Americans fall short of achieving Optimal Health because they try to achieve it on their own. As an Health Professional OPTAVIA Coach, you can be part of helping your patients reach their optimal weight and live a life of Optimal Health.
THE OPTAVIA SYSTEM

The OPTAVIA System lays the groundwork for your patients’ long-term success. It was created by OPTAVIA’s Co-Founder, Dr. Wayne Scott Andersen, and is described in his best-selling book, “Dr. A’s Habits of Health - The Path to Permanent Weight Control and Optimal Health.” In it, he addresses the habits that contribute to the U.S. epidemic of obesity and poor health and he provides practical and sustainable ways of changing those habits by adopting better behaviors around nutrition, sleep, movement, and hydration.

The obesity epidemic is real. One third of Americans need your help!