

OPTAVIA[®]

Creating Health for
Your Patients and
Your Practice



THE **OPTAVIA**[®] SYSTEM

The **OPTAVIA** System lays the groundwork for your patients' long-term success. It was created by **OPTAVIA**'s co-founder and independent **OPTAVIA** Coach, Dr. Wayne Scott Andersen, and is described in his best-selling book, *Dr. A's Habits of Health, Second Edition*. 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 and energy, motion, and hydration.

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

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, One Healthy Habit at a Time®.

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

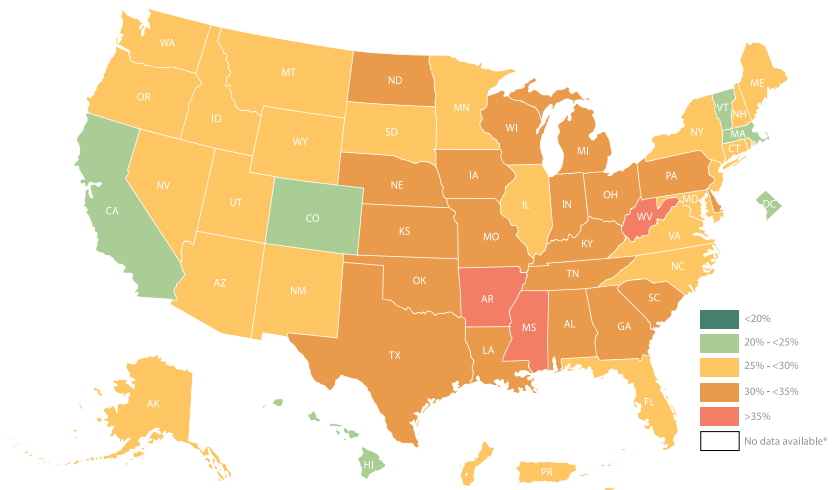
Be at the forefront of a new era in medicine by creating lasting health instead of reacting to disease and treating illness.

Generate growth based on your efforts and offer the benefits of **OPTAVIA** with minimal costs, 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.^{1,2}
- \$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.^{5,6}



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2. OGDEN CL, CARROLL MD, KIT BK, FLEGAL KM. PREVALENCE OF OBESITY AMONG ADULTS: UNITED STATES, 2011-2012. NCHS DATA BRIEF. 2013;(131):1-8.

3. CAWLEY J, MEYERHOEFER C. THE MEDICAL CARE COSTS OF OBESITY: AN INSTRUMENTAL VARIABLES APPROACH. JOURNAL OF HEALTH ECONOMICS. 31(1): 219-230, 2012.

4. CAWLEY J. "OCCUPATION-SPECIFIC ABSENTEEISM COSTS ASSOCIATED WITH OBESITY AND MORBID OBESITY." JOURNAL OF OCCUPATIONAL AND ENVIRONMENTAL MEDICINE. 49(12): 1317-1323, 2007.

5. JENSEN MD, RYAN DH, APOVIN CM, ET AL. 2013 AHA/ACC/TOS GUIDELINE

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6. NATIONAL HEART, LUNG AND BLOOD INSTITUTE. NATIONAL INSTITUTE OF DIABETES AND DIGESTIVE AND KIDNEY DISEASES (U.S.). CLINICAL GUIDELINES ON THE IDENTIFICATION, EVALUATION, AND TREATMENT OF OVERWEIGHT AND OBESITY IN ADULTS. THE EVIDENCE REPORT. BETHESDA, MD: NATIONAL INSTITUTES OF HEALTH. NATIONAL HEART, LUNG AND BLOOD INSTITUTE. 1998.

7. [HTTP://WWW.CDC.GOV/OBESITY/DATA/PREVALENCE-MAPS.HTML](http://www.cdc.gov/obesity/data/prevalence-maps.html). ACCESSED 28-JAN-2016.



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 plans
2. A **FREE OPTAVIA** Coach and a Community of support
3. The Habits of Health® Transformational 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 thousands of healthcare providers.

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 a Health Professional **OPTAVIA** Coach, you can be part of helping your patients reach their optimal weight and live a life of optimal health.



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