



OPTAVIA®



Implementing **OPTAVIA**  
into Your Practice

# WHAT WE OFFER PATIENTS

**OPTAVIA**'s innovative products and plans empower and equip people to create optimal health in their lives. There are three components that create a foundation for lifelong transformation and a life full of opportunity:

- Scientifically Proven Products and Programs
- A **FREE OPTAVIA** Coach and Community of Support
- The Habits of Health® Transformational System to Create Lasting Health



# CHECKLIST FOR STARTING AND SUPPORTING YOUR PATIENTS

**Complete the Client Profile** - Have your patient fill out the basic information addressing their goals and challenges as well as listing any medications and/or allergies. This information helps ensure the order they place is specific to their personal needs / restrictions.

**Place the first order** - Help your patient make their order through your **OPTAVIA** personalized website. Use their email address as their username and temporary password. Advise patient to reset their password immediately. A new password must be a minimum of 8 characters and must include at least (1) upper case letter, (1) lower case letter, (1) numeric character and (1) special character (i.e. #,\$@!). Be sure to select **OPTAVIA Premier** so the patient gets Free Shipping and 5 free boxes of Fuelings. Both you and your patient will receive an email confirmation of the order. For more information, go to **OPTAVIA ANSWERS** (visit [ANSWERS.OPTAVIA.COM](https://www.optavia.com/answers)).

**Add to New Patient Support List** - Choose the most efficient way to track the phase of the **OPTAVIA** program that your patients are in. You might choose to save the confirmation email to a special follow-up folder in your email account so that the follow-up is efficient for you and your staff. *Experience tells us that your patient's first week on the program is crucial to their success, so you'll want to set up our simple **OPTAVIA** Success System designed to be convenient for your practice and staff.* Your dedicated Business Support Team can help you determine what method is best for you.

## **Connect via social media & OPTAVIA Support Calls -**

- Create a Facebook Support Group for your patients to join - be sure to tag and welcome them as an introduction to the group. The **OPTAVIA** community is an important part of their engagement and transformation.
- Share the weekly **OPTAVIA** Support Calls. Your Clients can visit your personalized website and click on the 'Tools & Support' tab to find out how they can participate.

**Journey Kick-Off Call** - It is crucial that you contact your patient the day they receive their first delivery of **OPTAVIA** Fuelings, to make sure they are ready for Day One.

**Week One Support** - The most intensive support you will give your patients (about 90% of it) takes place in their first week on the **OPTAVIA** program. Your expert coaching and their success in week one predicts their results on Day 7. Check-ins should take place twice a week during Weeks 2, 3, and 4. After Week 4, check-ins will take place on a weekly basis.

# OFFICE SET-UP

- **Getting the Word Out:** The complementary signage and display materials in your **OPTAVIA** Health Professional Marketing Pack are specially designed to display in your waiting and examination room areas.
- **Staff Training & Preparation:**
  - » **Kick-off:** Host a meeting with your staff to train them in the most crucial elements of the program, and learn:
    - What **OPTAVIA** is, the transformation it can make in patient's lives, and why your practice is providing it.
    - The simple process that takes patient candidates from walk-in to placing their first **OPTAVIA** order.
  - » **Habits of Health:** Encourage the group to use the Habits of Health Transformational System.
  - » **Participation:** Invite staff to take part in the program too.
- **Follow up / Phase Tracking System:** Determine how you want to track your patients as they move through the phases of the program and then appoint someone to be responsible for tracking and follow-up. This can be via electronic means or in the printed **OPTAVIA** Success System.

# SHARING WITH OTHER HEALTH PROFESSIONALS

You can help other health professionals see the many benefits to them and their patients of implementing **OPTAVIA** into their own practice. You are perfectly positioned to help them create better outcomes for their patients AND gain access to a potential new ancillary income\* stream - one that is currently untapped by healthcare providers.

# WHERE TO FIND RESOURCES AND SUPPORT

Support Team (Your Sponsor / Business Coach)

Online Resources ([OPTAVIA BUZZ](#), [OPTAVIA CONNECT](#), Support Calls)

Nutrition Support can help you with nutrition information, exercise guidelines, products, and food allergies. For support visit [nutritionsupport@OPTAVIA.com](mailto:nutritionsupport@OPTAVIA.com)

\*Results vary with effort. **OPTAVIA** does not guarantee any particular income level will be achieved.



## Here's your flow for Week 1 and beyond:

**Days 1-4: Daily Check-ins** - Check in with your patient to ensure that they are doing well, staying motivated and getting into a fat-burning state. *Checking in also helps to build a stronger relationship.*

**Day 7:** Celebration Call & Weigh-in.

**Weekly Check-in:** Check-ins should take place twice a week during Weeks 2, 3, and 4. After Week 4, check-ins will take place on a weekly basis. Check-in with your patient to celebrate and support them on their journey - we know these contacts are so important to building a lifelong transformation.

**Week 3 - Reminder:** Your patient will receive an email reminder during week 3 to place their next order of **OPTAVIA** Fuelings. Follow up with them just in case they want to make any changes to the order.

**Ongoing Check-in:** Continue to check-in on a weekly basis to chart your patient's progress. As they start to see the benefits, they may want to refer people to you, and you can also start to open a conversation about their interest in becoming an independent **OPTAVIA** Coach themselves.



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