

To: Practice<name>

From: [Your Name]

Contact: <name>

Date:

If you found a way to help your overweight patients adopt healthy lifestyle changes, would you use it?

Dear [Prospect Name];

I was talking with a doctor friend of mine the other day about writing you this letter. As we talked about the role of doctors in prescribing and supervising weight loss solutions for their patients, she related a story that, I think, illustrates the challenge facing too many physicians as they try to treat the millions of people suffering under the weight of diabetes, heart disease, high blood pressure, and other chronic illnesses related to the obesity epidemic in this country today.

She told me the story of one of her patients who had passed away due to complications from diabetes. She said that she had been confident that, with her knowledge of the link between ‘lifestyle’ and the risk factors for diabetes, especially obesity, she had been confident of a successful outcome with this particular individual. Sadly, she related how, because of fear of embarrassing the woman, as well as the time constraints imposed upon them by her busy office schedule, she never had the opportunity to share this lifesaving knowledge with her patient. Unfortunately, according to Dr. Warren Thompson, a preventive-medicine specialist and researcher at the Mayo Clinic in Rochester, MN, my doctor friend is not alone.

Citing a recent Mayo Clinic Study of 2,500 severely overweight patients, Dr. Thompson’s research discovered that doctors had avoided using the designation ‘obese’ on their patient’s charts in an astounding 80% of cases.¹

Why? Like my doctor friend, Thompson says most doctors are too busy dealing with more pressing health issues than ‘weight’ in the short period of time they have with a patient, and many have a hard time talking about something so potentially embarrassing to the other person. Another reason Dr. Thompson mentions as factoring into the decision many doctors make not to discuss ‘weight’ with their patients, is that they don’t think the patient is motivated enough to make the necessary lifestyle changes to make a difference.

Whatever the reasons, the results are truly tragic. Dr. Thompson’s study found that the 20% fortunate enough to be diagnosed as obese were more than twice as likely to develop a weight loss plan under their doctor’s supervision. In my friend’s case, despite her best efforts, the patient continued to get worse and worse, requiring more and more medication, until she finally died.

Are you interested in a way to talk about ‘weight’ with your overweight and obese patients that will leave them feeling empowered and motivated instead of uncomfortable and ignored?

If you’re like most doctors, you come face to face with this hot-button dilemma every day. A University of Pennsylvania study showed Physicians as feeling “less than capable when it comes to helping their patients with obesity than with other medical issues.”²

Yet for all their reservations to talk about it, it’s still doctors, more than any other group, who find themselves in a position to have the biggest impact on the obesity issue. After all, who else retains the trust, confidence, and knowledge needed to influence the behavior and lifestyle changes their patients so desperately need? Now, thanks to [Your Company], doctors finally have the tools and the system they need as well.

Despite their authority and influence over patient’s healthcare choices, as well as the fact that people prefer doctor recommended and supervised weight loss plans to any commercial weight loss product or program; the weight loss industry remains a largely untapped field for physician growth. Within a market where diet and weight loss gurus get rich peddling the latest “fad” diet potions, lotions, and pills, the opportunity for doctors to have a say in this \$40 billion dollar industry has never been greater.

Progressive physicians are also beginning to recognize ‘Health and Wellness’ as the next big market. With lawmakers, Insurers, and employers promoting cost incentives for individuals willing to embrace healthy lifestyle choices, more and more doctors are positioning themselves to play a major role in the coming ‘Health and Wellness’ revolution.

Help Your Patients Safely Lose Weight with Nutritious, Hot, Fresh Meals Conveniently Delivered Right to Their Door

If you’re ready to position your practice within this high-growth industry and are looking for an easy, affordable, effective weight loss system you can administer to your patients, in your own office, with absolutely no risk or up-front investment—look no further than [Your Company].

Patients love [Your Company] because it’s so simple. Unlike other commercial weight loss programs, [Your Company] requires no complicated diet plans or calorie counting. Just nutritious, hot, fresh meals, perfectly portioned and conveniently delivered right to their door!

Doctors love [Your Company] because it works. We’ve taken the guesswork out of weight loss by providing an easy to follow roadmap that your patients can work with, live with, and most importantly—*stick with!*

But don’t just take my word for it. Listen to what some of our partner Physicians have to say about the [Your Company] program...

Excellent program for my patients and staff. "[Your Company] has provided a program for my patients and staff to lose weight and maintain a healthy yet convenient lifestyle."

Dr. Luber, Richboro, PA

Obesity is an epidemic! "Obesity is a real epidemic. I finally have a weight loss approach that provides my patients a food based solution to help with their current medical conditions."

Dr. Craig Garfield, Philadelphia, PA

Now You Can Create a Steady Stream of Additional Income that Compliments Your Primary Practice in Every Way

[Your Company] is a Complete Turnkey Business featuring a medically supervised weight loss program available exclusively through you—the doctor.

An exclusive franchise opportunity available to a select few physicians per area, [Your Company] was designed to compliment your existing practice making it easy for you to generate a reliable secondary revenue stream simply by helping your patients lose weight.

[Your Company] provides you with all the necessary equipment, including our proprietary software that makes it easy for you to manage your business; from ordering, to delivery, to billing, you'll do it all with the click of a mouse!

[Your Company] includes complete training and onsite support for your entire staff to help you get off to a fast and profitable start. [Your Company] also provides ongoing phone and online support for you and your patients. That means your patients can get the answers they need directly from our trained dieticians and customer support staff without having to call your office between their scheduled doctor visits.

A Complete Turnkey Business: You Assume No Cost, Obligation, or Risk of Any Kind

Best of all, there's nothing to buy! We'll deliver and set-up the entire [Your Company] System for you, train your staff and service your patients and customers; all with no upfront investment or cost to you!

As a [Your Company] franchisee, we guarantee your complete satisfaction. If you are not absolutely satisfied with the [Your Company] System, for any reason, you may cancel at any time without question or penalty.

Only [Number] Franchises Will Be Awarded in [Your City] Applications Available Through [Date]

Like any good franchise opportunity, [Your Company], provides you with exclusive rights to market our program within your own protected territory. We're accepting applications in [your city] for [number] physician partners only. Once these franchises have been awarded, the [Your Company] opportunity will be gone forever.

So don't wait. Review the [Your Company] website and business opportunity now at [\[Yourwebsite.com\]](#). You will be provided with as much background information about the company, the program, and the opportunity as you need, including references from other physicians that are using the program.

If, after conducting your own personal review you are convinced that I have represented the [Your Company] opportunity to you in a fair and accurate manner, please feel free to contact me by phone at 212-555-1212, by email at [Your E-mail], or by faxing the below form back to me at 212-555-1213 to discuss next steps. Thank you.

Sincerely,

[Your Name]
[Your Title]
[Your Company]

Practice Name _____ Phone _____
Contact Person _____ Date & Time _____

FAX 212-555-1213

1. *What Doctors Don't Say About Obesity*, By Sanjay Gupta, M.D., *TIME* Wednesday, January 16, 2008
2. The Fight Against Obesity Must Start in Doctor's Office, By Patrick O'Neil and Thomas Wadden, *USA Today*, October 31, 2005