Tackling the Obesity Epidemic
Facilitating Consumer Adoption of Healthy Lifestyle

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Progression of Weight Gain

Requires a Portfolio of Solutions which ALL NEED

Intensive Behavioral Treatment (IBT)

Variety of options needed to match the diverse needs of individuals with effective solutions

- Surgeries
- Medical Devices
- Medications
- Intensive Behavioral Treatment

Holistic model for systematically reducing obesity

Environment that encourages healthy choices:
- Food labeling
- Product reformulation
- Healthy food access
- Schools/workplace
- Bike lanes

Incentives to start:
- Healthcare premium discount
- Doctor’s urging
- Public service campaigns

Eliminate Barriers:
- Subsidies and reimbursement
- Convenience

Individual

Tools to help through the process:
- Support from trained Interventionist
- Tracking tools
- Action plans
- Regular check-ins

IBT


# Guidelines for programs that work: Intensive Behavioral Therapy (IBT)

<table>
<thead>
<tr>
<th>Intensive (12-26 sessions/yr(^1), (\geq) 14 sessions/6 months(^2))</th>
<th>2012 USPSTF(^1) recommendations</th>
<th>2013 AHA/ACC/TOS(^2) guidelines</th>
<th>Weight Watchers</th>
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<tbody>
<tr>
<td>Multicomponent/Comprehensive</td>
<td>♦</td>
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<td>Behavioral counseling/management activities (setting weight-loss goals)</td>
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<tr>
<td>Improving diet or nutrition</td>
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<td>Increasing physical activity</td>
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<td>Self-monitoring</td>
<td>♦</td>
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<td>Strategies for maintain lifestyle changes</td>
<td>♦</td>
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<td>♦</td>
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<tr>
<td>Individual or group sessions led by trained Interventionist</td>
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Reference:

• **Purpose:**
  ✦ A systematic review to compare the weight loss, adherence, and harms of commercial or proprietary weight-loss programs versus control/education or behavioral counseling among overweight and obese adults

• **Study selection:**
  ✦ RCTs ≥12 weeks duration
  ✦ Prospective case studies ≥ 12 months

• **Findings:**
  ✦ Of 141 existing commercial and proprietary programs, the review included 32 programs that were focused on nutrition and behavioral counseling, and of those only 11 programs had published data
  ✦ Of the 3 companies that lead the market share (Jenny Craig, Nutrisystem, Weight Watchers) there were 13 published RCTs
Policy Implications

• “Because the ACA is likely to increase obesity screening, having an actionable plan that addresses weight management is critical. Health insurers and employers may want to consider providing benefits coverage or incentives of reduced program fees to beneficiaries and employees for commercial programs with strong evidence of effectiveness. On the basis of our findings, we would identify Weight Watchers and Jenny Craig for consideration for such benefits coverage.”

How Policy Can Help

Support innovative, evidence based approaches to enable healthy weight through:

1. Policy guidance to clarify that preventive benefits (per USPSTF B rated recommendation) include screening, referral and treatment for at-risk patients

2. Coverage of community-based providers of intensive behavioral therapy, as defined by the USPSTF, that document efficacy through peer-reviewed, published research