

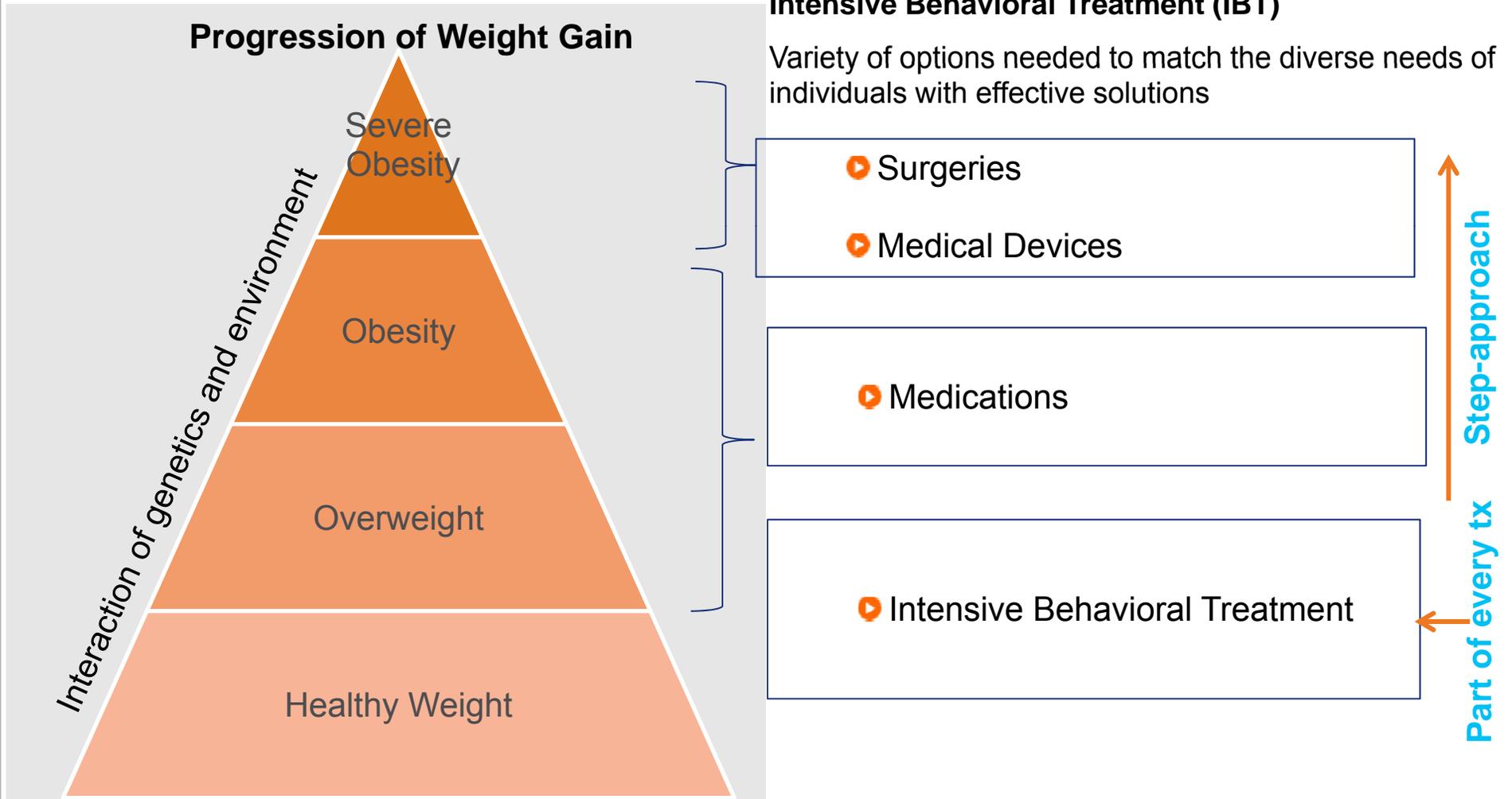
Tackling the Obesity Epidemic

Facilitating Consumer Adoption of Healthy Lifestyle



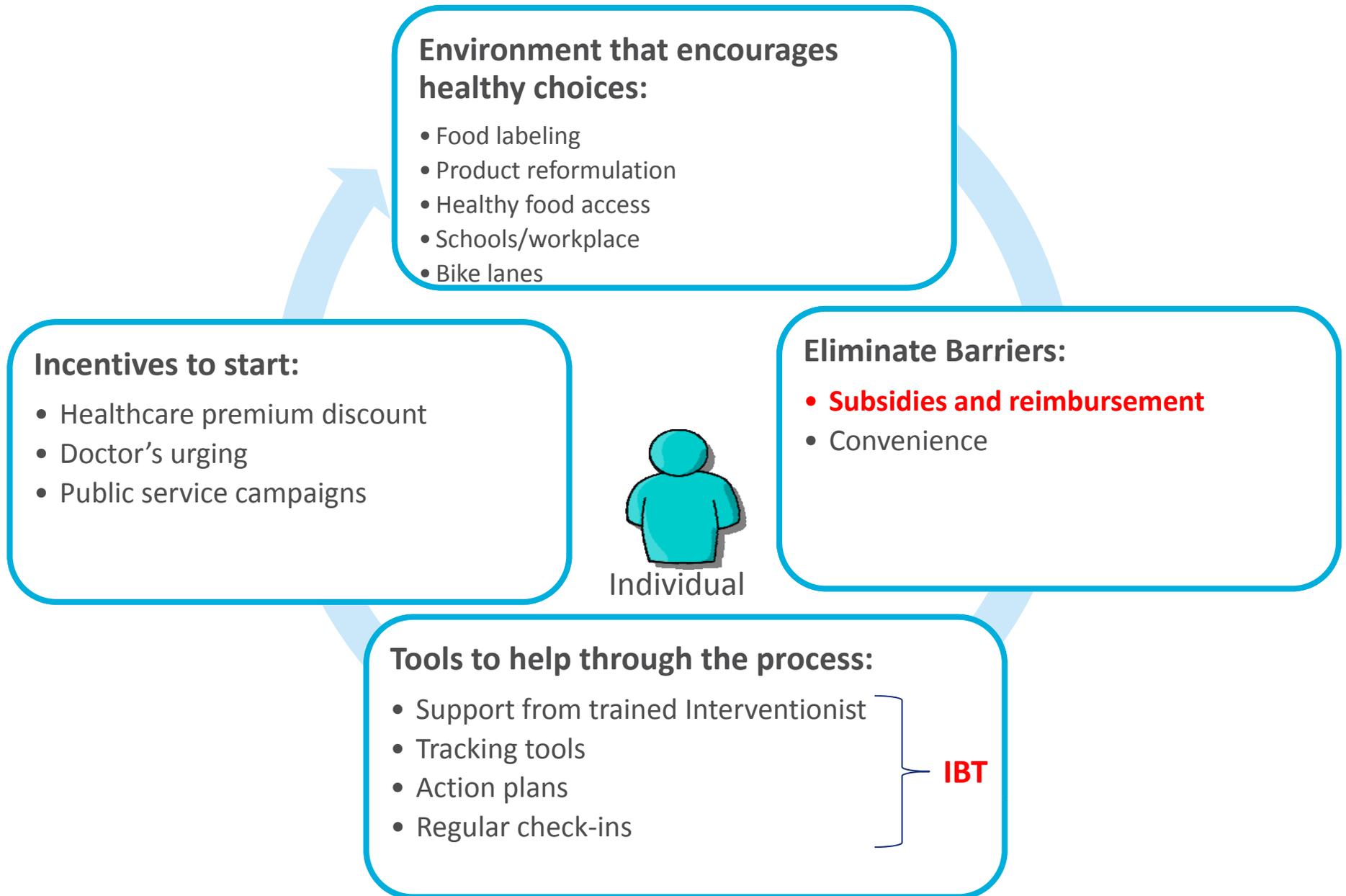
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The Context: Obesity is a growing health crisis for which effective solutions exist



Jensen MD, et al. 2013 AHA/ACC/TOS guidelines for the management of overweight and obesity in adults. Circulation 2013

Holistic model for systematically reducing obesity



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

	2012 USPSTF ¹ recommendations	2013 AHA/ACC/TOS ² guidelines	Weight Watchers
Intensive (12-26 sessions/yr¹, ≥ 14 sessions/6 months²)	◆	◆	◆
Multicomponent/Comprehensive	◆	◆	◆
Behavioral counseling/management activities (setting weight-loss goals)	◆	◆	◆
Improving diet or nutrition	◆	◆	◆
Increasing physical activity	◆	◆	◆
Self-monitoring	◆	◆	◆
Strategies for maintain lifestyle changes	◆	◆	◆
Individual or group sessions led by trained Interventionist	◆	◆	◆

Reference:

¹Moyer VA. (2012) Screening for and management of obesity in adults: U.S. Preventive Services Task Force Recommendation Statement. Ann Intern Med.;157:373-378.

²Jensen MD et al. (2013) 2013 AHA/ACC/TOS guideline for the management of overweight and obesity in adults: a report of the American College of Cardiology/American Heart Association Task Force on Practice Guidelines and The Obesity Society. Circulation.

Efficacy of Commercial Weight-Loss Programs An Updated Systematic Review

Kimberly A. Gudzone, MD, MPH*; Ruchi S. Doshi, BA*; Ambereen K. Mehta, MD, MPH; Zoobia W. Chaudhry, MD;
David K. Jacobs, BA; Rachit M. Vakil, BS; Clare J. Lee, MD; Sara N. Bleich, PhD; and Jeanne M. Clark, MD, MPH

- **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**