



Evaluation of a commercial weight management provider in comparison to Public Health England Tier 2 Key Performance Indicators

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INTRODUCTION

Obesity is a chronic condition which requires multi-level action across all sectors and part of this action should include Local Authorities and Clinical Commissioning Groups co-commissioning weight management services across the obesity pathway.

Public Health England published example KPIs for Tier 2 adult weight management services in October 2017, which commissioners could use to develop an effective service. Service providers were encouraged to publish details of their outcome data to help inform future development and contribute to the evidence base.

Delivering services since 2005 and cited by NICE¹ as proven to be effective at 12 to 18 months, a recent randomized controlled trial published in the Lancet² demonstrated that Weight Watchers® (WW) commonly used 3-month referral programmes are cost saving for the NHS. This abstract illustrates how this programme delivers to national KPIs³.

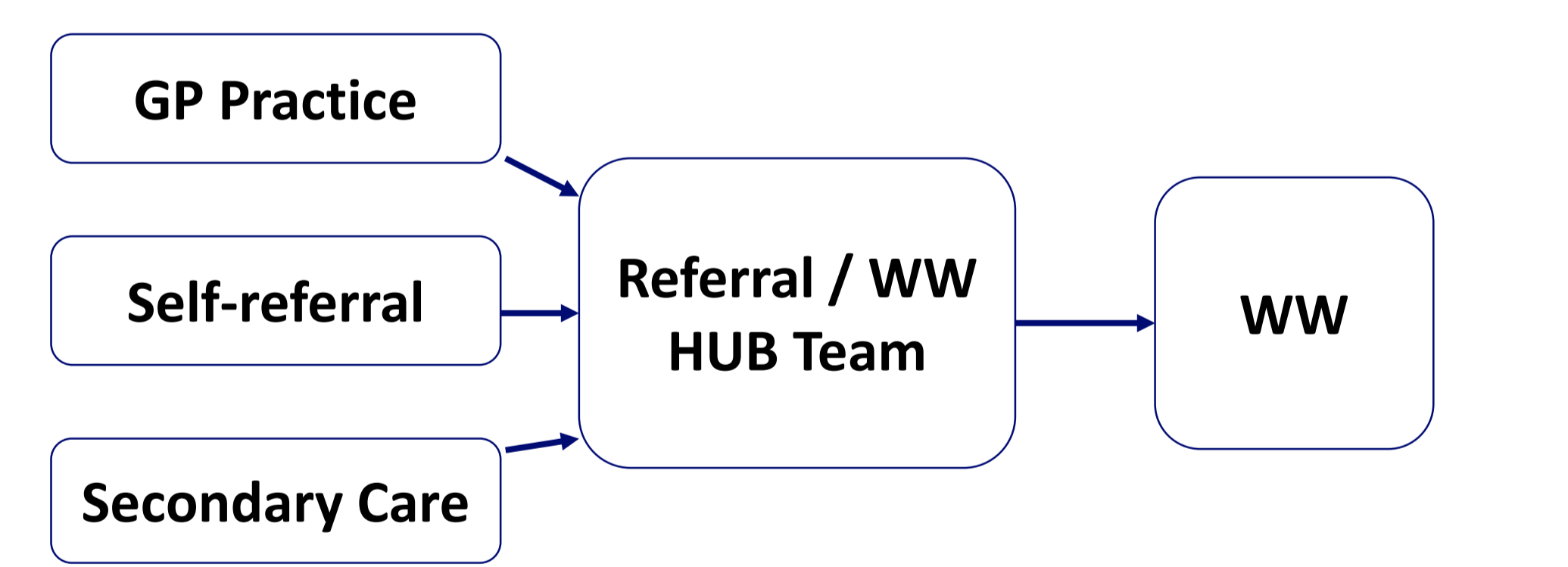


Figure 1 – Access Pathway

METHOD

Outcomes of participants who are overweight or obese from 2017 in WW Tier 2 public health services (N=17,415) across England, Wales and Scotland were evaluated. Mean age was 51 years (SD = 14.3) with a mean initial BMI of 37kg/m² (SD = 6.2). Participants received a referral to attend 12 face-to-face group meetings combined with a digital experience. The programme encompassed healthy eating, physical activity and positive mindset. Only outcomes from the first referral were evaluated, but participants often had access to multiple referrals.

RESULTS

Number	Key Performance Indicators	WW
1	100% of participants enrolled in the service meet the eligibility criteria as defined by PHE	100%
2	60% of participants complete the active intervention	57%
3	100% of commissioned services are developed using specialists, as defined by PHE	100%
4	100% of staff receive training specific to the proposed service	100%
7	100% of enrolled participants are invited to provide feedback at the end of the active intervention	100%
8	75% of participants will have lost weight at the end of the active intervention	83%
9i	30% of all participants will lose a minimum of 5% of their (baseline) initial body weight, at the end of the active intervention	37%
9ii	50% of completers will lose a minimum of 5% of their (baseline) initial body weight, at the end of the active intervention	62%
10i	35% of completers provide a weight measure at 6 months	41%

Figure 2 – Table showcasing Public Health England KPIs in comparison to WW results. KPIs 5 & 6 not assessed as no national benchmark available, as locally agreed in line with communities. KPI 10ii not available to analyse

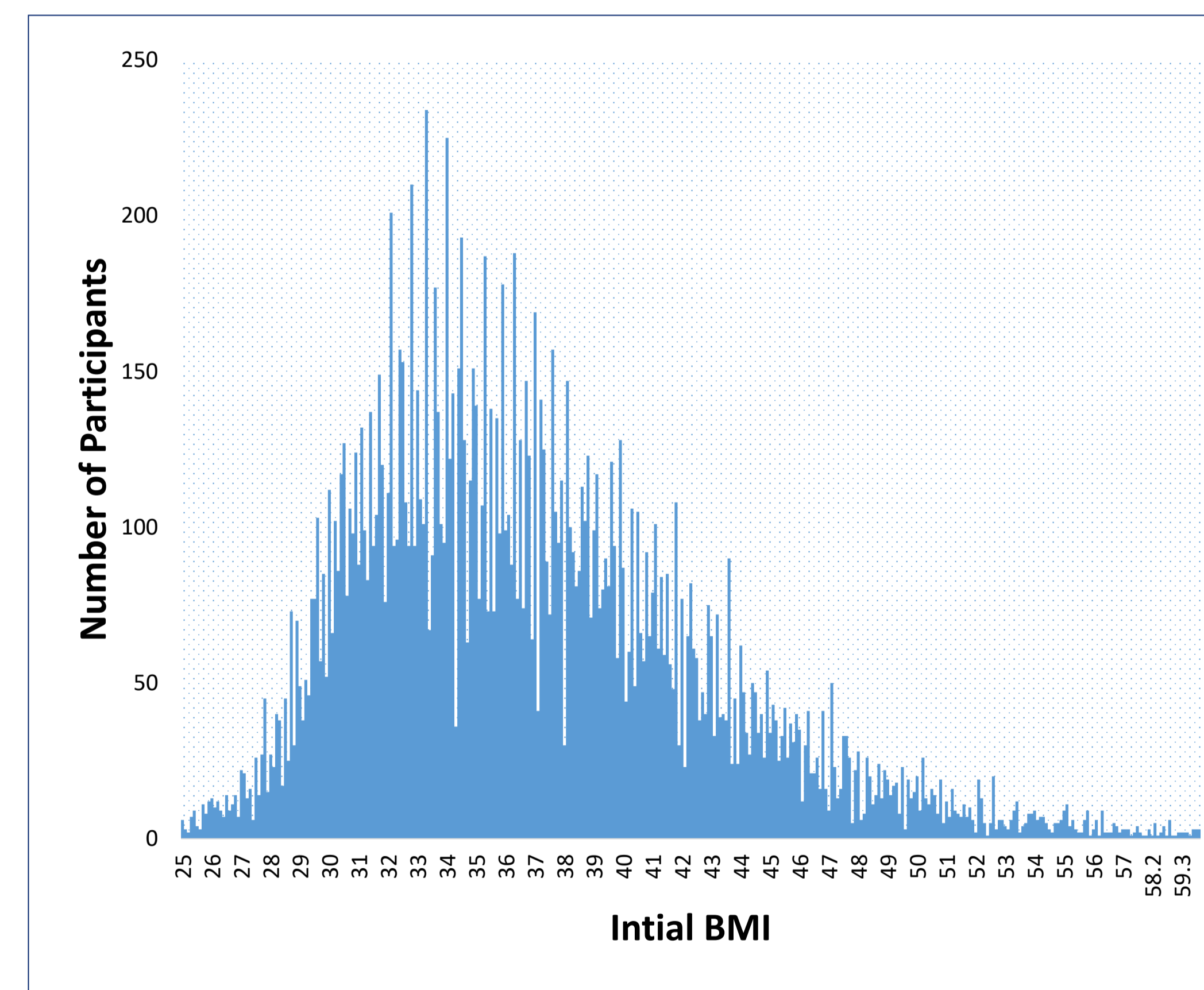


Figure 4 – Initial BMI Distribution

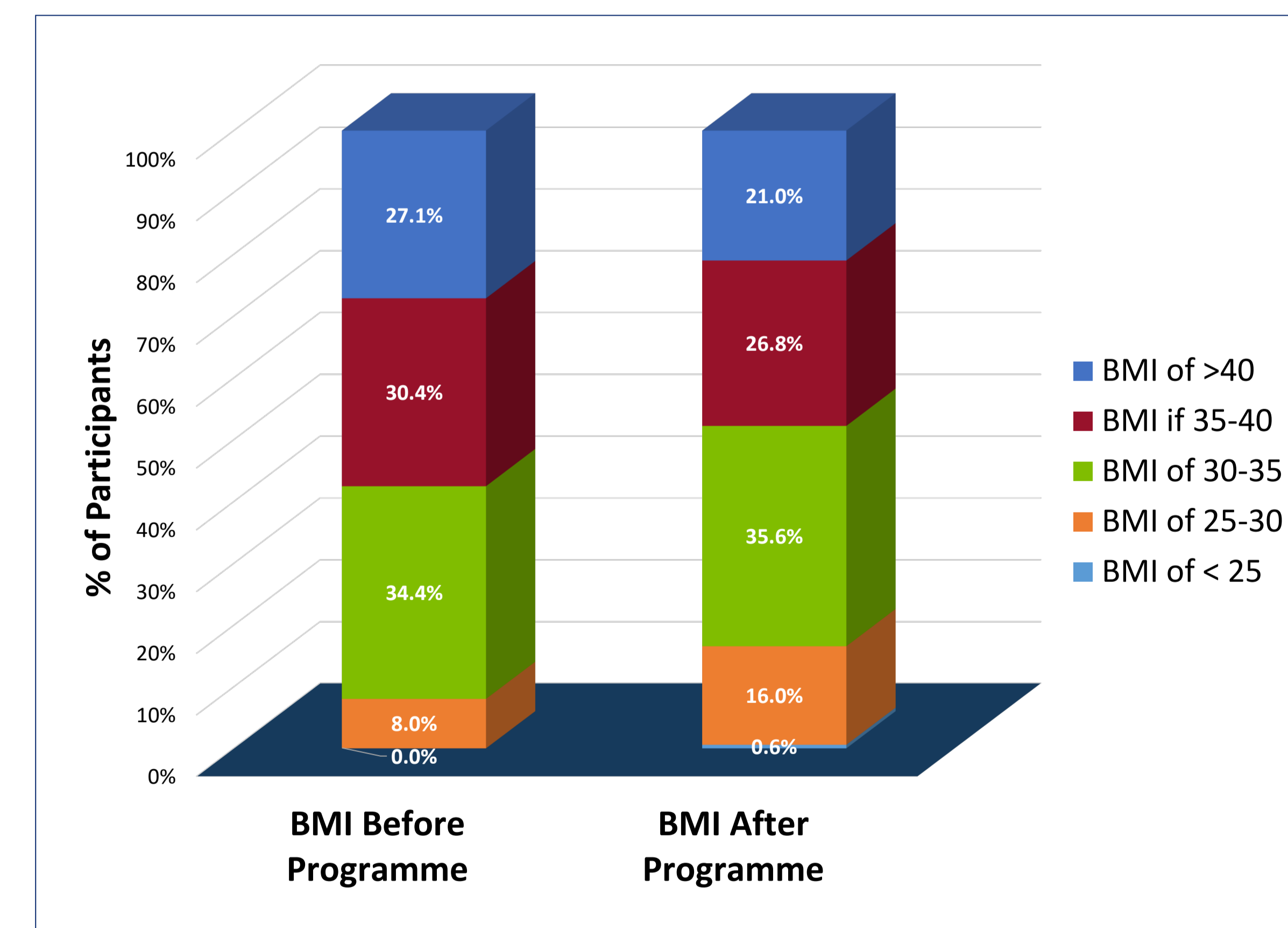


Figure 5 - Population BMI Shifts

It's phenomenal

Joining Weight Watchers was the best thing I've ever done

One word - brilliant

I'm healthier, fitter and a lot happier in myself

I feel fitter & more energetic

I feel alive again

Figure 3 – Participant Feedback

- Digital Tools: Tracking, feedback & recognition tools
- Device Syncing: Fitness trackers integration & goal dynamic setting
- Food Inspiration: 1,000 recipes & eating on the go tailored to you
- Connect: Peer to peer support & social media
- Content: Fresh weekly content personalized to journey
- >5K Meetings: In-person group support in the community
- 24/7 Online Coach: Virtual 1:1 Support

Figure 6 – The service available to participants

CONCLUSIONS

This study demonstrates that this commercial weight management provider is delivering services in line with national performance benchmarks. These outcomes can support health and wellbeing priorities, in local communities.

REFERENCES

- NICE (2014). *Weight management: lifestyle services for overweight or obese adults*. PH53.
- Ahern, A.L. et al (2017). *Extended and standard duration weight-loss programme referrals for adults in primary care (WRAP): a randomised controlled trial*. *The Lancet*, 389(10085), pp.2214-2225
- PHE (2017). *Key Performance Indicators: Tier 2 Weight Management Services for Adults*.

CONTACT INFORMATION

WW works with Public Health and the NHS to tackle unhealthy lifestyles and weight in local communities; offering a range of services that deliver to local priorities, including tier 2 weight management, diabetes prevention and diabetes structured education programmes. Get in touch with the team: referral@weight-watchers.co.uk