

# We are the health solutions provider of choice

Independent research<sup>1</sup> showed WW, within a range of interventions evaluated, to be the provider of choice for referral patients.

## Patient choice

When patients were offered a choice of six different interventions, WW was the most popular choice: 29% chose WW vs 14% for the next most popular<sup>2</sup>.

## Patient commitment

Out of six different interventions, patients referred to WW had the highest attendance rates, with 70% attending 50% or more sessions<sup>3</sup>.

## Patient satisfaction

94% of people referred to WW would recommend the service to family or friends<sup>4</sup>.

## Get in touch

Email [ww.healthieryou@nhs.net](mailto:ww.healthieryou@nhs.net)

### References:

- [1] Jolly K et al (2011) Comparison of a range of commercial or primary care led weight reduction programmes with minimal intervention control for weight loss in obesity: Lighten up randomised controlled trial. *BMJ*. Nov 3;343
- [2] Ahern A et al (2011) WW on prescription: An observational study of weight change among adults referred to WW by the NHS. *BMC Public Health*, 11, 434
- [3] Dixon K et al (2011) Evaluation of weight loss outcomes for obese adults referred to a choice of three commercial weight management providers. South West Public Health Scientific Conference.
- [4] WW referrals satisfaction survey Q3 2018.

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# NHS Healthier You National Diabetes Prevention Programme

Working together for healthier communities

# WW works

WW – the new Weight Watchers – is a global wellness company and the world's leading commercial weight management programme. We inspire millions of people to adopt healthy habits for real life. With more than five decades of experience in building communities and our deep expertise in behavioural science, we aim to deliver wellness for all.

Our approach is based on the latest scientific thinking, has robust governance and a comprehensive evidence base, including independent randomised controlled trials run in Britain. To learn more about the WW approach to healthy living, please visit [ww.com](http://ww.com).



## Evidence-based delivery model

Our DPP delivery model is based on the following core elements, proven to maximise success:

- Encouraging Coaches: trained in behaviour change theories and methodologies, our peer experts have 'lived' and localised experience, with the ability to adapt services to suit different cultural or access needs.
- Vibrant communities: Face-to-face (f2f) workshops are held in accessible community venues, including during evenings/weekends.
- Flexibility of access: educational content is shared with participants using a range of f2f and digital channels supporting different needs.

## Why WW?

The WW face-to-face and digital behavioural intervention services for diabetes prevention have been developed using >56 years of scientific and evidence-based actionable insights. Outcomes from our UK pilot (Bromley) below, an RCT and services delivered in the US have exceeded those reported by the national programme.

	Conversion rate	Mean weight loss	Mean reduction HbA1c
<b>WW UK Diabetes Prevention Programme<sup>1</sup></b> (DPP)	77% of eligible referrals attended first workshop	10kg	2.84 mmol/mol at 12 months
<b>National DPP<sup>2</sup></b> (PHE meta-analysis)	37% attendance	2.46kg	

## Participants in our NDPP programme have access to:

- 36 face-to-face sessions including personalised wellness check-in with a fully trained Coach / 9-months access to our online offering
- A dedicated curriculum wrapped around our standard offer
- An interactive workbook
- A tailored email journey
- A wealth of digital tools and articles to facilitate behaviour change
- Weekly Healthier You DPP Coach video sessions with moderated conversations
- A bespoke maintenance programme to support healthy habits

[1] Piper, C. (2017): Evaluation of a type 2 diabetes prevention program using a commercial weight management provider for nondiabetic hyperglycaemic patients referred by primary care in the UK. BMJ  
[2] Ashra NB, Spong R, Carter P, et al. A systematic review and meta-analysis assessing the effectiveness of pragmatic lifestyle interventions for the prevention of type 2 diabetes mellitus in routine practice. London: Public Health England, 2015. <https://www.gov.uk/government/publications/diabetes-prevention-programmes-evidence-review> (accessed Dec 2016).