



weightwatchers  
reimagined

# WW helps patients build healthy habits for weight loss and wellness

Maintaining a healthy weight has many benefits, including helping to reduce the potential for chronic disease.

For more than 55 years, WW has helped millions lose weight—one person at a time.

We offer an affordable, holistic, scientifically proven approach to weight loss and wellness based on the latest, most rigorously vetted research in nutrition and behavior change.

## WW provides your patients with:

- **Tools** to make weight loss simpler and long-lasting<sup>1</sup>
- **Accessible, flexible programs** customized to each individual's personal needs and goals
- **Strategies** for achieving and maintaining overall wellness using the award-winning WW app—including nutrition tracking, on-demand virtual workouts, syncing to a fitness device to keep track of activity and sleep, and more, as well as providing mindfulness and meditation exercises. **Our program inspires people to eat healthier, move more, shift mindset and sleep better.**
- **Personalized** content to guide healthier cooking and healthier eating, with over 8,000 recipes
- **Rewards** for healthy habits through the exclusive WellnessWins™ program
- **Access** to 24/7 chat with our WW expert Coaches
- **Membership** in the exclusive WW Connect community, where patients can interact with other WW members for ongoing support
- **Workshops and coaching** solutions to keep the motivation steady and the goal within reach, if members so choose



# A smart and simple choice

The science-backed WW SmartPoints® system takes complex nutritional data and simplifies it with one easy-to-understand number: the SmartPoints value.



Every **food** and **drink** has a SmartPoints value.



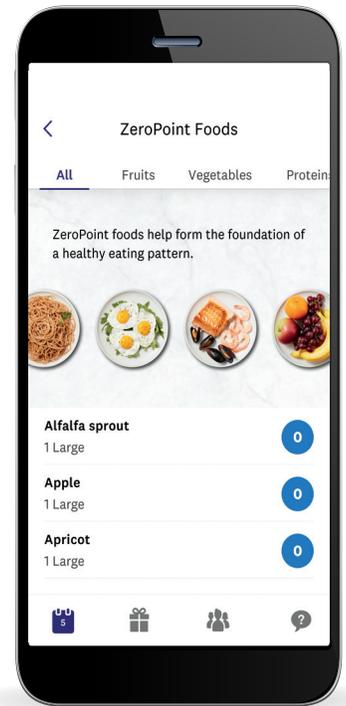
The SmartPoints value focuses on **health, not just calories**. This minimizes complexity— patients can look at one simple number, instead of trying to interpret nutrition labels. Some foods are ZeroPoint® foods, which don't need to be tracked or weighed.



SmartPoints are calculated based on **calories** (baseline), **saturated fat** (raises value), **sugar** (raises value), and **protein** (decreases value).



WW chose these **macronutrients** because they guide people toward a **healthier pattern** of eating that includes more fruits and vegetables, lean protein, healthier fats, and less sugar. This is in line with the WHO and USDA dietary recommendations.



## Customized weight loss has never been easier\*



At WW, we know that when it comes to losing weight, everyone's needs are different. The *myWW*™ program is built on our scientifically proven SmartPoints system and marries it with personal eating habits and behaviors. New members start with a science- and behavior-based personal assessment that asks a range of questions about their unique food preferences, activity level, lifestyle, and approach to weight loss. WW will then guide them to one of three plans that fits them best. All three plans help members create a healthy pattern of eating, incorporate ZeroPoint® foods, and promote equal weight loss—they just help members get there in different ways.<sup>4</sup>

In a six-month clinical trial of the *myWW* program, participants experienced clinically significant benefits on and off the scale, including on average<sup>4,5</sup>:

8% weight loss

2% decrease in systolic blood pressure

24% decrease in hunger

7% reduction in overall cravings<sup>†</sup>

<sup>†</sup>Including significant reductions in cravings of high-fat foods, sweets, and fast-food fats.

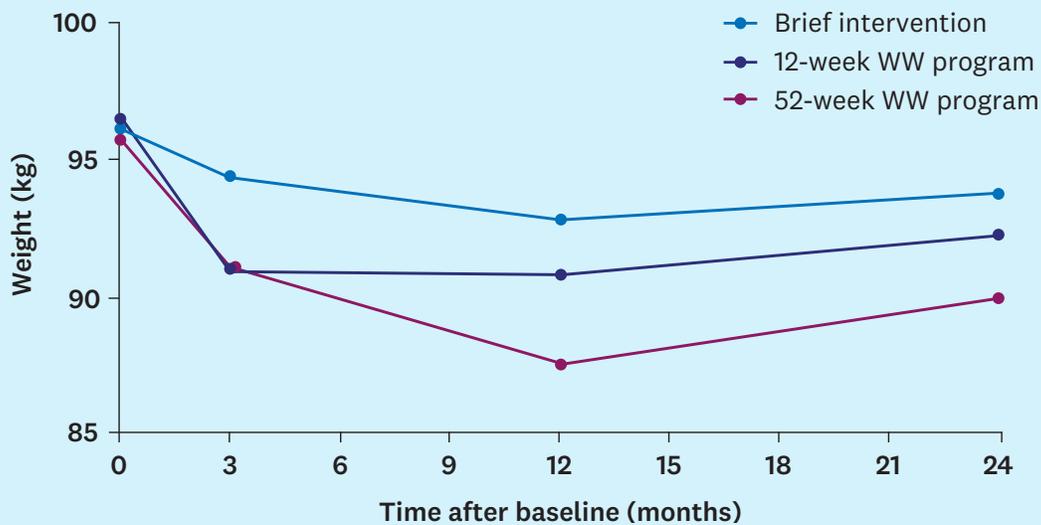
\*In a 6-month study, 88% of participants said *myWW* was an easier way to lose weight vs when they tried on their own. Study funded by WW.

# A proven program, based on science

WW is an evidence-based program backed by decades of research and more than 100 clinical studies. These include many randomized, controlled trials showing that WW is proven effective at helping people achieve sustained, long-term weight loss.<sup>1</sup>

For example, the WRAP study compared three weight-loss programs to determine the immediate and long-term success rates of each: a brief intervention (n=211), a 12-week WW program (n=528), and a 52-week WW program (n=528).<sup>1</sup>

## Results from the randomized, controlled WRAP study



Extended and standard duration weight-loss program referrals for adults in primary care

**Participants in the WW programs lost significantly more weight than those in the brief intervention group at every study time point.<sup>1</sup>**

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**WW is also proven effective for prediabetes and diabetes.<sup>2,3</sup>**

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For more information on the clinical research at the heart of WW, please visit our science page at [WW.com/us-science](https://www.weightwatchers.com/us-science)

# Tips for talking about weight and wellness

We know discussing weight and lifestyle with patients can be challenging, for both of you. To help make the conversation more productive, consider these best-practice guidelines from the AMA and peer-reviewed journals:

- 1 Start**  
by asking if it's okay to talk about their weight. *"I am concerned about your weight and would like to talk with you about it. Is that okay?"*<sup>6</sup>
- 2 Use**  
weight-based terminology like *"weight," "excess weight,"* and *"BMI"* instead of *"morbidly obese"* and *"obese."*<sup>8</sup>
- 3 Focus**  
on people-first language by referring to conditions as opposed to identifying patients by their disease. *"You have prediabetes,"* instead of *"You're a prediabetic."*<sup>9</sup>
- 4 Discuss**  
their weight as a health marker to help put it into context. *"Monitoring your weight is as important as measuring your blood pressure and heart rate..."*<sup>6</sup>
- 5 Offer**  
support and set goals with your patients by asking some open-ended questions.<sup>6</sup> *"How can I best help you reach a healthier weight? What kind of help do you think you need"*

**The initial goals of the conversation are to inform the patient of his/her body weight related to health standards, clearly convey the health risks associated with excess weight, explore the patient's motivation and readiness to engage in weight control, elicit barriers to behavioral change, and establish practical lifestyle changes and short-term goals.**<sup>6</sup> —AMA Guidelines





**When you recommend WW to your patients, you are offering them a proven program of effective behavioral lifestyle interventions for weight management and wellness—the cornerstone of real, lifelong change.**

**Now, with *WW Partners in Wellness* for healthcare professionals, we are making that recommendation even easier—with tools, tips, and other support dedicated to helping you help your patients.**

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7. Lydecker JA, Galbraith K, Ivezaj V, et al. *Int J Clin Pract*. 2016;70:682-690.
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