

Beyond Rx: OTC Corner

A SUPPLEMENT TO THE CLINICAL ADVISOR

National Survey Finds Losing Weight Is Harder Than Ever, in Part Because of Americans' Busy, Modern Lifestyle

AUTHORS

Daniel de Carvalho

Global Director of Corporate Communications, Zaluvida

Brooke Schoonenberg, MS, RDN, LDN

Woman's Center for Wellness at Woman's Hospital Baton Rouge, LA

About the National Survey 'The Truth about Weight Loss'

The survey was conducted online within the United States by The Harris Poll on behalf of Zaluvida between October 13 and November 6, 2017. The consumer arm of the survey included a total of 1,005 U.S. adults ages 18+, of whom, 713 are currently trying (n=429) or have ever tried (n=284) to lose weight. The professional arm of the survey included 961 U.S. adults ages 18+ who are primary care physicians (n=458) or pharmacists (n=503). For complete research method, including weighting variables and subgroup sample sizes, please contact press@i-remove.com.

A new national survey, “*The Truth about Weight Loss*,” indicates that today’s modern lifestyle exacerbates the challenge of losing weight, making weight loss more difficult than ever for U.S. adults. It found that 77% of primary care physicians (PCPs) believe losing weight is harder today than it was for previous generations because of the busy, modern lifestyle of Americans; 69% say it’s harder for Americans to lose weight now compared to just 10 years ago. Findings also suggest that U.S. adults who are trying to lose weight may be relying on approaches that are outdated and incompatible with how they live—**89% of PCPs believe Americans need to take a new approach to weight loss that fits with today’s busy, modern lifestyle.**

Further complicating the situation, results indicate that although the majority of PCPs and U.S. adults agree that advice and support from a healthcare professional (HCP) are necessary in order to successfully lose weight (93% and 66%, respectively), people may not get professional counsel regarding weight loss as much as either group would like. Among the 69% of U.S. adults who have ever tried or are currently trying to lose weight, most say they did not consult an HCP (68%),

primarily because they don’t view weight loss as a medical issue (45%). Those who are overweight are somewhat less likely to seek support from an HCP than those who are severely or morbidly obese. However, the vast majority of PCPs feel it’s important to intervene and discuss weight loss/management with overweight patients before they become obese (96%).

The survey was conducted online between October 13 and November 6, 2017 by The Harris Poll on behalf of Zaluvida, makers of I-REMOVE®. It included nearly 1,000 HCPs (458 PCPs and 503 pharmacists) and more than 1,000 U.S. adults (18 years and older). This article explores key findings among PCPs and U.S. adults, and examines potential implications that physicians’ assistants (PAs) and nurse practitioners (NPs) may want to consider when working with the healthcare team to counsel patients about weight loss.

In keeping with Zaluvida’s mission to tackle some of the most critical challenges in health care, including obesity, the survey was designed to provide important new information about weight loss in the context of today’s busy, modern lifestyle, and to help facilitate HCP/patient dialogue on this topic.

Beyond Rx: OTC Corner

Today's Lifestyle May Be Taking a Toll on Weight & Health

In questions to both PCPs and U.S. adults, the survey explored the impact today's lifestyle has on our daily lives and some of the health-related consequences. For example, the vast majority of PCPs and U.S. adults say screen time (i.e., everyday use of mobile, tablet, and computer screens) keeps Americans from moving around today as much as we did in years past (95% and 88%, respectively), and that on-demand services (such as meal delivery, ride sharing, streaming TV, online shopping, etc.) are having the same effect in decreasing Americans' overall activity level (82% and 80%, respectively).

PCPs are also worried about a trend toward eating habits driven by lack of time, with the vast majority being concerned that Americans not taking the time to plan healthy meals will negatively impact their weight (98%) and their family's weight (97%).

It may not be surprising then that an overwhelming majority of PCPs say that, in general, Americans are eating more and moving less these days

(96%). They believe the three biggest contributors to Americans being overweight/obese are: American diets being too heavily reliant on unhealthy food choices that are more convenient (89%), lack of exercise (88%), and today's screen-focused lifestyle (73%).

The Dilemma for HCPs

Perhaps at least in part as a result of these lifestyle factors, approximately four in 10 U.S. adults are currently trying to lose weight (41%). However, most indicate that they are caught in a cycle of frustration and failure, with about six in 10 of them saying they're frustrated by repeated efforts to do so (59%). Typically, these respondents have attempted to lose weight five times in the past five years; the majority say the last time they tried to lose weight, they gave up (66%), with the greatest proportion doing so within just 30 days from when they began trying (43%). Only 29% of U.S. adults who are currently trying to lose weight are confident that they'll be able to achieve their current weight-loss goals.

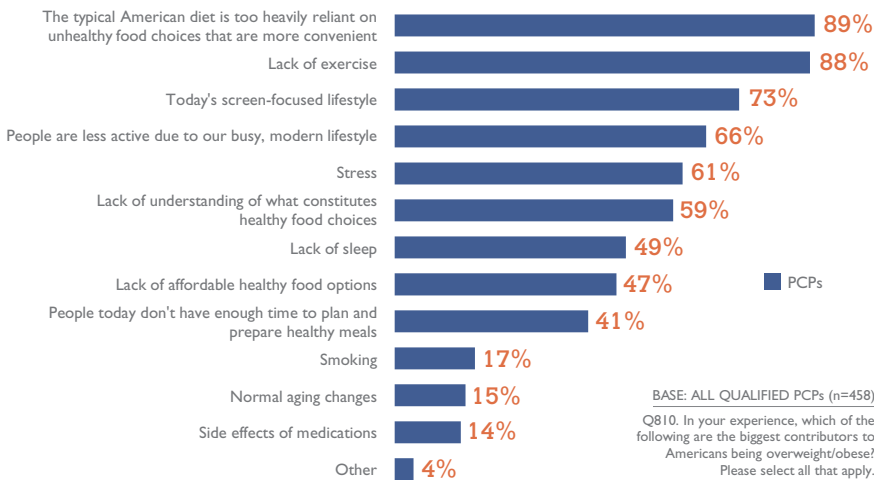
PCPs are aware of the uphill battle Americans face to lose weight

today—on average, they say only 12% of their patients are able to lose weight and keep it off. They also say dieting can have unwanted consequences, and can even lead to additional weight gain. For example, 77% of PCPs say that after going through a period of extremely reduced calorie intake, a person's body will prepare for the next "starvation" period and the person may gain weight in response.

But, while **nearly all PCPs believe that it is important to intervene and discuss weight loss/management with overweight patients before they become obese (96%)**, only approximately one-third feel they have time to counsel their overweight patients about weight loss (32%).

There is also a disconnect in how U.S. adults view their HCPs role in providing counsel about weight loss. While the majority believe that advice and support from an HCP are necessary in order to successfully lose weight (66%), most don't apply this belief to their own situations and behaviors. Among the 69% of U.S. adults who have ever tried to lose weight, only approximately one-third say that they actually discussed or developed a specific weight-loss plan with an HCP (32%).

Biggest Contributors to Americans Being Overweight/Obese



The Time Is Now

Despite the fact that being overweight and/or obese may increase a person's risk for many health problems—including heart disease, diabetes, certain cancers, and others—of those who have not discussed a weight-loss plan with an HCP, the main barrier by far is not thinking of weight as a medical issue (45%), followed distantly by not thinking their HCP can help (13%). Those who are severely or morbidly obese are somewhat more likely to rely on professional help for a plan (53%), or

advice (45%), but still those numbers are relatively low considering the potential health implications of severe and morbid obesity, and patients who are overweight but not yet obese may be falling through the cracks just when intervention could potentially help avoid increased risk.

As part of the healthcare team, there is an opportunity for NPs and PAs to impact positive change by initiating a constructive dialogue about weight loss when time allows. While there is no “magic bullet” approach in today’s world, 89% of PCPs say having a plan/method is an important factor for successful weight loss. And, most think the plan needs to be sustainable (79%), not time-consuming (56%), and not demanding sudden/major shifts to a patient’s daily routine (54%).

Yet the subject of weight loss can be frustrating for HCPs, too. More than eight in 10 PCPs wish they had more weight-loss options to offer patients who are overweight (i.e., not yet obese) (85%), and the majority say that having a weight-loss product/aid that fits into one’s lifestyle without unpleasant side effects would make it easier for their patients to lose weight (63%).

Conclusion

These survey results shine a new light on the issue of being overweight and its impact on Americans, highlighting how today’s lifestyle can play a role in sabotaging overall fitness and health. NPs and PAs in particular have an opportunity to evaluate how they can best work with their colleagues to improve dialogue around healthy lifestyle habits and effective weight-loss strategies that work with patients’ modern lifestyles.

Results underscore that by providing counsel and support, HCPs may be able to increase their patients’ chances for reaching and maintaining weight-loss

WHY THE WEIGHT-LOSS DIALOGUE GETS STALLED



PCPs (n=458)

96% – it’s important to intervene and discuss weight loss/management with overweight patients before they become obese

- Only **32%** feel they have enough time to counsel their overweight patients on weight loss



U.S. ADULTS WHO EVER TRIED/
ARE CURRENTLY TRYING
TO LOSE WEIGHT (n=713)

68% – never discussed/developed a plan with an HCP

- #1 Reason for not discussing weight loss with an HCP – **45%** don’t think of it as a medical issue
 - » **50%** of overweight adults, **34%** of obese adults, and **19%** of severely/morbidly obese adults feel this way

goals. Findings also demonstrate an opportunity for HCPs to intervene and discuss weight management strategies with overweight patients before they become obese, particularly since patients who are overweight but not yet obese may be less likely to view weight loss as a medical issue, and therefore also less likely to broach the subject with an HCP—even if they are actively trying to lose weight and struggling to do so.

Importantly, these findings also point to the role dietitians can play as part of an integrated and comprehensive approach to primary care. While not all practices have registered dietitians on staff, given the challenges associated with losing weight today combined with the potential health implications of letting weight go unchecked, their contributions may be more important than ever.

Patients may benefit from expert advice that can steer them away from outdated and/or unhealthy approaches to weight loss—such as crash diets which can eventually lead to weight gain—and instead toward a healthy plan that can be integrated into their lifestyle. Along with making healthy and sustainable changes to diet and exercise,

results further suggest that having an effective weight-loss product/aid that works without unpleasant side effects may be an important tool for helping patients lose weight.

While one HCP may not have time to tackle the issue of weight management during a single visit, a sustained team approach may be more effective in not only framing weight loss as a medical issue, but encouraging patients to initiate more open conversations with their HCPs.

For more resources about weight loss dialogue with patients, go to www.i-removeprofessional.com/resources/. For more survey findings, please visit www.weightlossfindings.com.

About Zaluvida & I-REMOVE®

Zaluvida, the makers of I-REMOVE, is a global, integrated life science group that is pioneering therapies and technologies to tackle some of the most critical challenges in health care, including obesity, antimicrobial resistance, and greenhouse gas emissions. I-REMOVE, the number one-selling weight-loss formula in Europe, is now available in the U.S. as a dietary supplement.

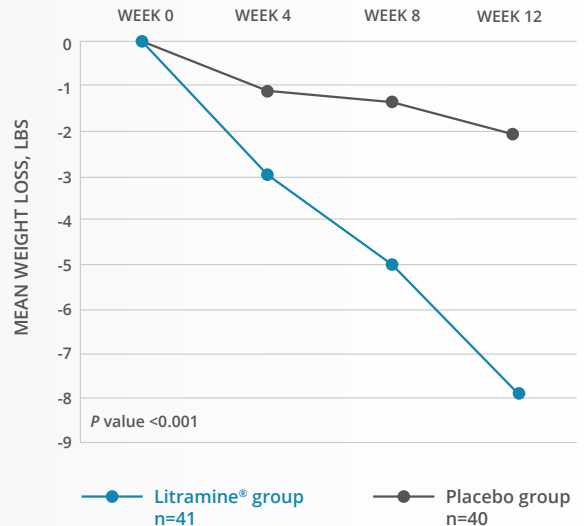
Are your overweight patients losing their weight-loss battle?

Recommend **I-REMOVE®**—a clinically tested way to deliver up to **3X more weight loss** than diet alone without undesirable side effects*^{1,2}

In combination with a healthy lifestyle, **I-REMOVE®** can help:

- Powered by Litramine®, it has a dual mechanism of fat binding for decreased fat absorption and increasing satiety, which together result in a reduced calorie load*¹⁻³
- Over an 11-year period (2006-2017), only 0.003% of patients have reported any product-related health complaints*⁴
- Efficacy has been validated by 5 clinical trials in addition to *in vitro* and animal studies. Results are published in discerning journals such as *Obesity* and *Journal of Obesity*

Mean weight loss in overweight patients¹



References: 1. Grube B, Chong PW, Lau KZ, Orzechowski HD. A natural fiber complex reduces body weight in the overweight and obese: a double-blind, randomized, placebo-controlled study. *Obesity (Silver Spring)*. 2013;21:58-64. 2. Grube B, Chong PW, Alt F, Uebelhack R. Weight maintenance with Litramine (IQP-G-002AS): A 24-week double-blind, randomized, placebo-controlled study. *J Obes*. 2015;2015:1-6. 3. Uebelhack R, Busch R, Alt F, Beah ZM, Chong PW. Effects of cactus fiber on the excretion of dietary fat in healthy subjects: a double blind, randomized, placebo-controlled, crossover clinical investigation. *Curr Ther Res Clin Exp*. 2014;76:39-44. 4. Data on file. InQpharm.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Visit iremoveprofessional.com to learn more and sign up for future sample offers and updates

Available in **Walgreens** pharmacies and other retailers located next to alli®

alli is a registered trademark of GlaxoSmithKline Consumer Healthcare.

©2017 InQpharm. North America, LLC. All Rights Reserved. October 2017 1248685

I-REMOVE®