

WEIGHT MANAGEMENT MEETING PROFESSIONAL AND BUSINESS NEEDS

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Lipotrim



Promoting adherence to your weight management service

Adherence is an area that pharmacy is claiming for its own. The New Medicines Service (NMS) and Medicines Use Reviews (MURs) are both based on promoting adherence to prescribed medication.

But what about adherence to weight loss? The principles of adherence are the same and the semi structured questionnaire used in these services could be adapted for your weight management, for example by asking the customer how they are getting on, if they are having any problems, if they think it's working, if there have been any lapses and if there is any further information or support they need.

However, weight loss, like smoking cessation, are complicated by an addiction element (one to food, the other to nicotine) so any counselling will also take into account motivation and willpower.

The Lipotrim Pharmacy Programme has been designed to help patients adhere to the diet and maintain their weight afterwards. Total Food Replacement with Lipotrim uniquely allows the dieter to totally stop the substance of abuse, which is an essential component of addiction management. The initial consultation and subsequent weekly visits help you to educate and encourage dieters and address any concerns. This gives dieters confidence in your service and also means you can help them maintain their target weight, such as with Lipotrim maintenance products.

The programme also comes with resources and tools which include factsheets, patient progress cards and a new engaging patient DVD that uses the latest animation to explain weight loss and the Lipotrim programme. The Lipotrim Pharmacy Patient Tracker has a patient interface, complete with graphs and charts, which means patients can login securely into their records and monitor their own progress to keep motivated.

Lipotrim is a weight management service offered by over 2000 pharmacies nationwide. Call Valerie Beeson now on 01223 812812 to find out how you can add the Lipotrim service in your pharmacy and help your customers adhere to their weight loss programme.