

Scaling Your Weight Loss Practice in 2025:

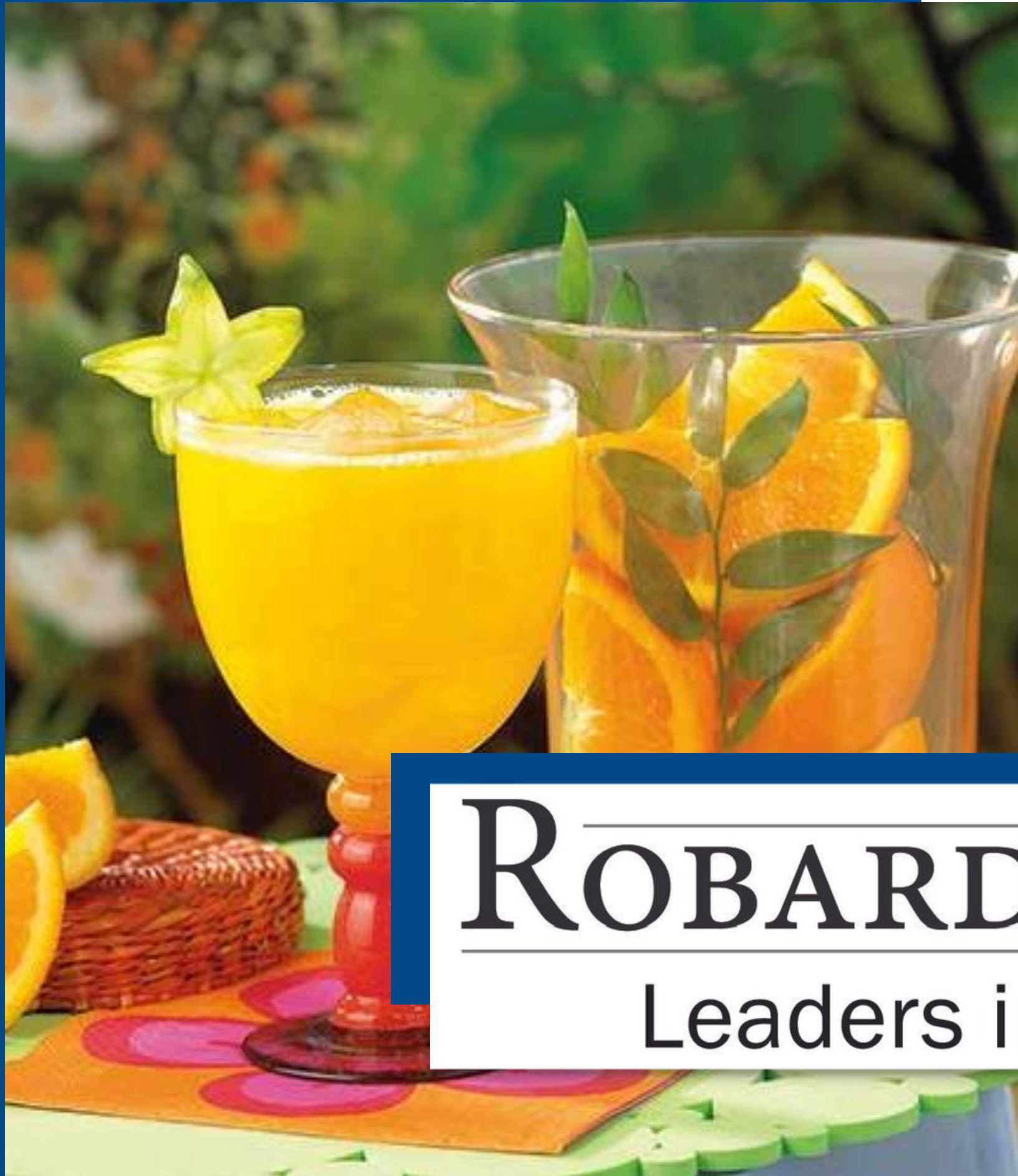
4 Key Strategies for Sustainable Growth

KAROL H. CLARK, MSN, RN



My promise to you
is to provide you
with practical
steps to attract,
convert, and retain
more clients.





Thank You Robard!

ROBARD CORPORATION

Leaders in Weight Management

In case we haven't met...



Learning Objectives:

- Understand exactly how to refine your patient/client pipeline management strategies to attract, nurture, and convert more leads into established patients/clients.
- Learn new ways to integrate meal replacements effectively into your weight loss programs, especially for patients/clients on GLP-1 medications.
- Expand your revenue streams and profitability by leveraging cash-pay programs, package pricing and complimentary offers.
- Streamline operations and scale efficiently using automation and optimized workflows for you and your team.



The Weight Loss Industry is Evolving Rapidly

- Creating Challenges for Practitioners
- Opportunities for Growth
- Why YOU are Uniquely Positioned for the Future (especially if you follow the strategies shared here today)

4 Strategies Working Today for Creating Sustainable Growth

1.



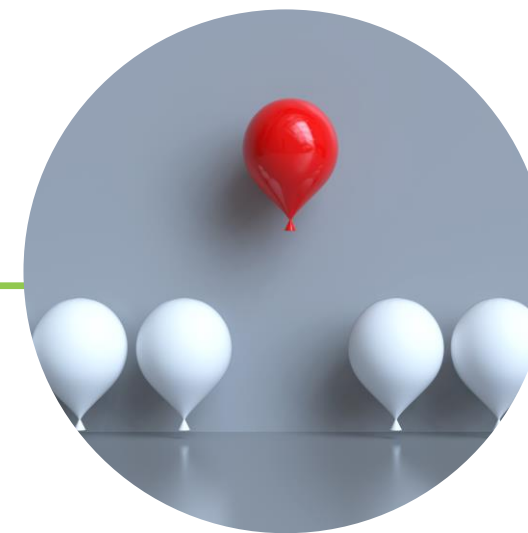
Perfect Your Client
Pipeline

2.



Personalize Your
Patient Journey &
Improve Retention

3.



Power Up Your
Promotion & Stand
Out in a Crowded
Market

4.



Monetize & Scale
Efficiently



Strategy #1: Perfect Your Patient Pipeline

Understanding Your Patient Pipeline

Why a strong pipeline is crucial:

- Attract: Lead generation (website, SEO, social media)
- Nurture: Email sequences, educational resources, follow-ups
- Convert: Streamlined scheduling, patient financing, seamless onboarding
- Ongoing Support & Referrals: Continue engagement through education, complementary offers, patient reviews & referrals

Actionable Steps for Strengthening Your Pipeline:

- ✓ **Upgrade Your Digital Presence** (website, social media, clear CTAs, HIPAA-compliant messaging)
- ✓ **Leverage Lead Magnets** (guides, webinars, nurturing email sequences)
- ✓ **Optimize Your Consultation Process** (reduce drop-offs, offer virtual consults)
- ✓ **Automate Patient Follow-Ups** (CRM-driven workflows for reminders & education)
- ✓ **Your Patient Pipeline Fuels Your Future!** (correct well meaning barriers in place)



Strategy #2: Personalize Your Patient Journey & Improve Retention

Your Personalized Patient Journey

Why creating your ideal personalized journey is important:

- Differentiation from Your Competitors
- Acknowledges What Patients Want While Providing What You Know Patients Need
- Better Outcomes/More Reviews
- Higher Retention & Lifetime Value of Your Client (especially through meal replacements)



Actionable Steps for Personalizing Your Patient Journey:

- ✓ **Segment Your Patients**
(AOM clients, surgical candidates, non-medication weight loss clients)
- ✓ **Use Meal Replacements Strategically** (pre-op diets, subscription model, convenient e-store, private label)
- ✓ **Create a VIP Experience**
(concierge-level coaching & education, metabolic monitoring, ongoing HIPAA compliant communication, and personalized supplement recommendations)

Maximize the Benefits of Meal Replacements

For You and Your Patients:

- Revenue Stream for You, Improved Outcomes for Your Patients
- Educate & Establish Value
- Integrate into Treatment Plans
- Bundled Savings, Specials & Events
- Improve Patient Compliance
- Leverage In-Office & Online Sales
- Bridge Nutrition Gaps (particularly for patients on AOMs)
- Select Your Products Carefully



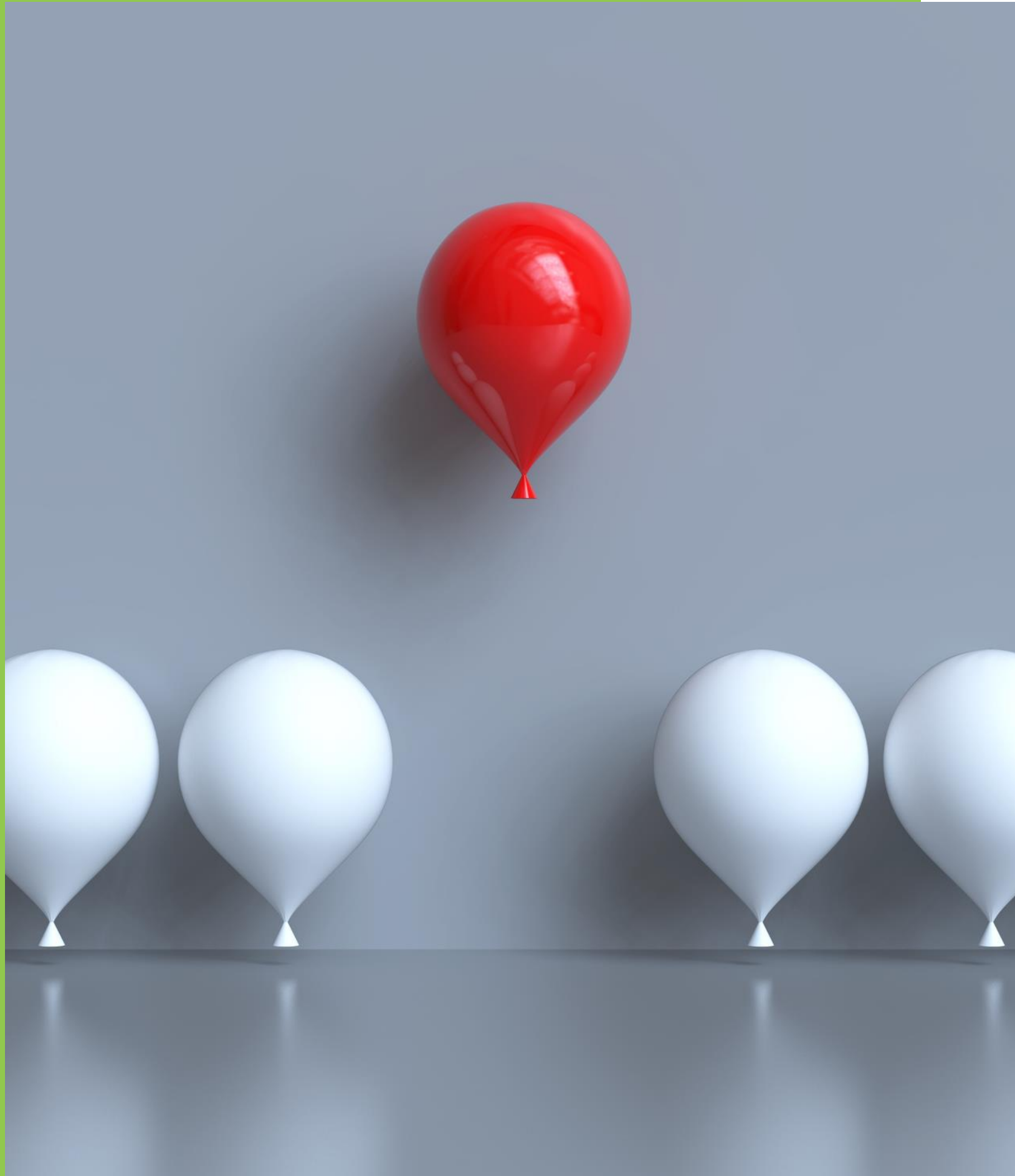
A red balloon is positioned centrally above a horizontal row of seven white balloons. The balloons are set against a light gray background with a subtle gradient. The text is overlaid on this background.

Strategy #3: Power Up Your Promotion & Stand Out in a Crowded Market

Your Powerful Promotion

Why marketing is non-negotiable in 2025:

- Retail & digital competitors are advertising—are you?
- Consistent marketing = Consistent new patient flow
- Combining & leveraging paid & organic strategies maximizes your ROI
- Monitor your metrics & adjust your strategies accordingly



Actionable Steps for Powering Up Your Promotion:



Content Marketing That Converts:

- Blogs, short-form videos, patient stories
- Position yourself as an expert on trending topics (i.e., “What Happens When You Stop GLP-1s?”)



Paid Ads, Retargeting & Look Alike Audiences:

- Google, Facebook, Instagram, YouTube
- Use high-performing organic content as ad fuel



Local SEO & Google Business Optimization:

- Optimize Google Business Profile, get patient reviews, and publish updates

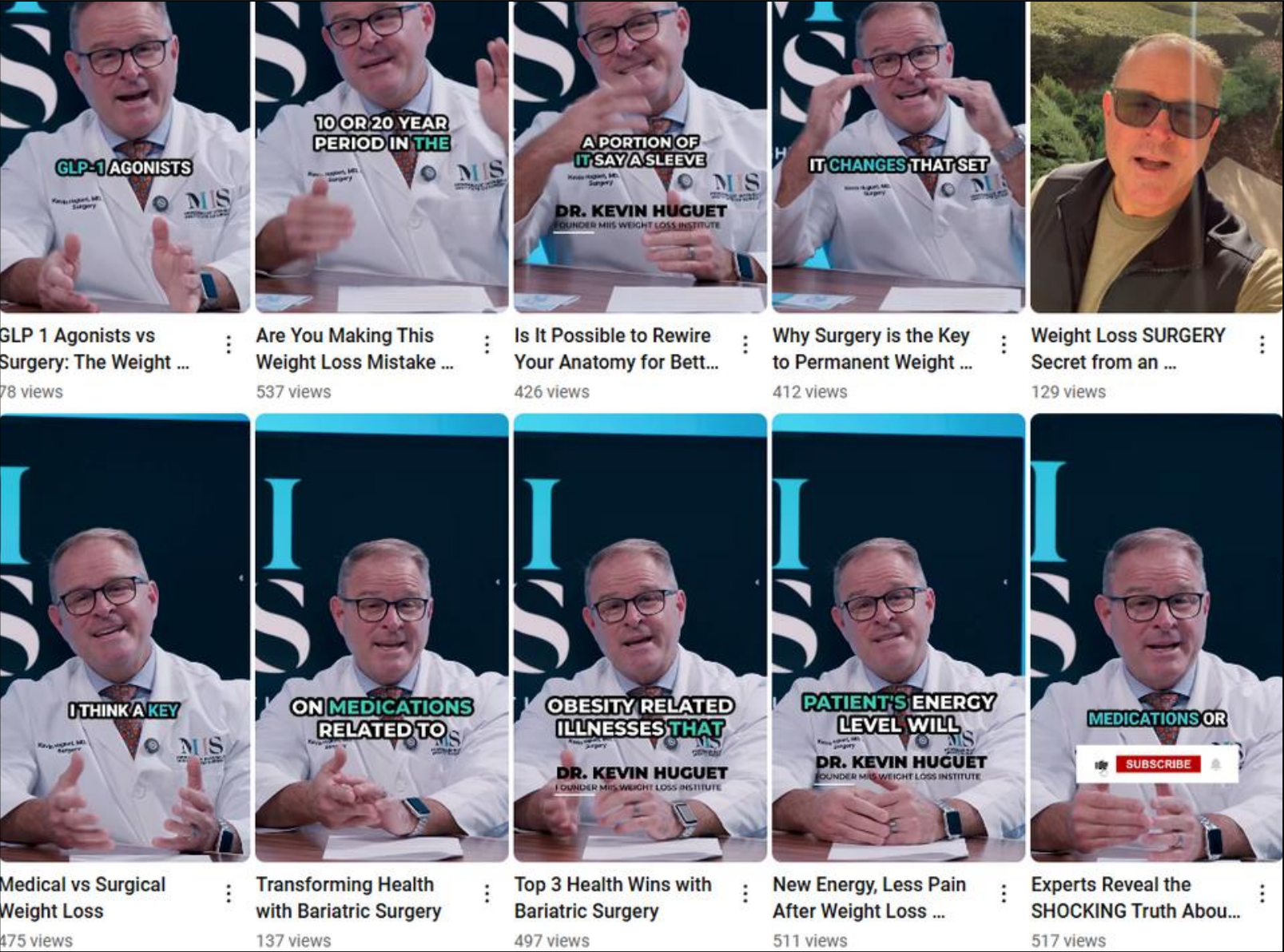


Fun Events (Onsite & Online)



Small Referral Incentives (boost word-of-mouth marketing):

- Meal Replacement discount
- VIP session
- Photo Shoots

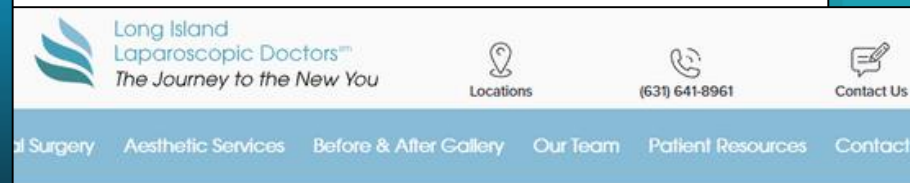
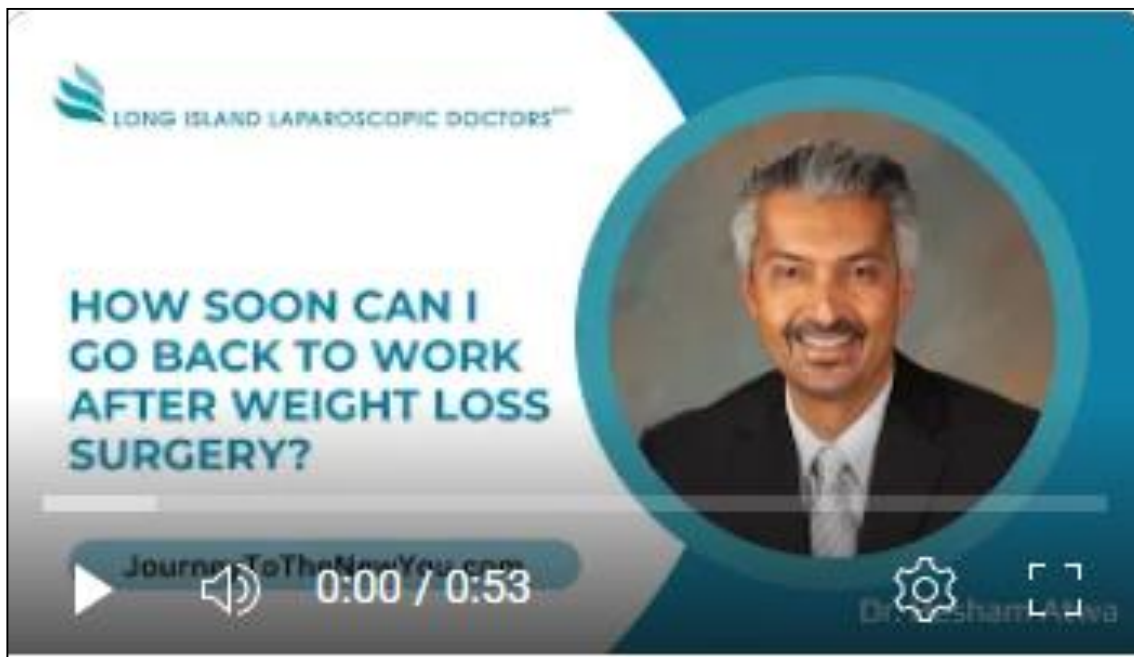


<https://www.youtube.com/@dr.kevinhuguetmd/shorts>

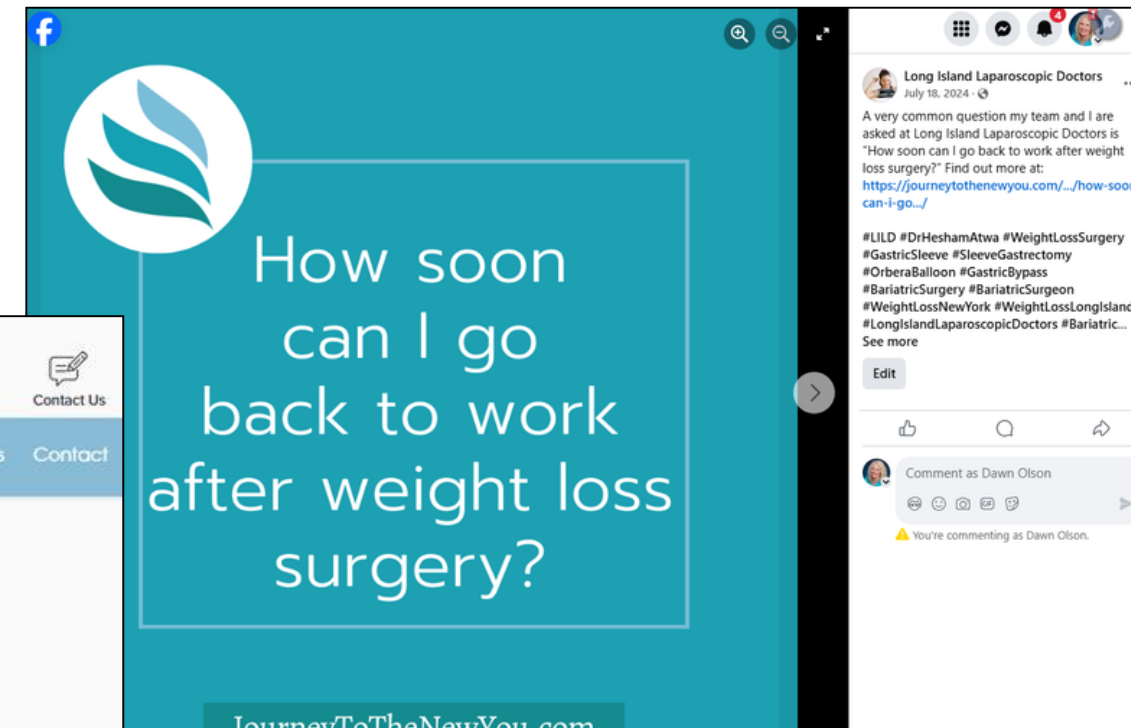
YouTube



<https://www.youtube.com/@WeightlosspracticebuilderLLC/video>



How soon can I go back to work after weight loss surgery?



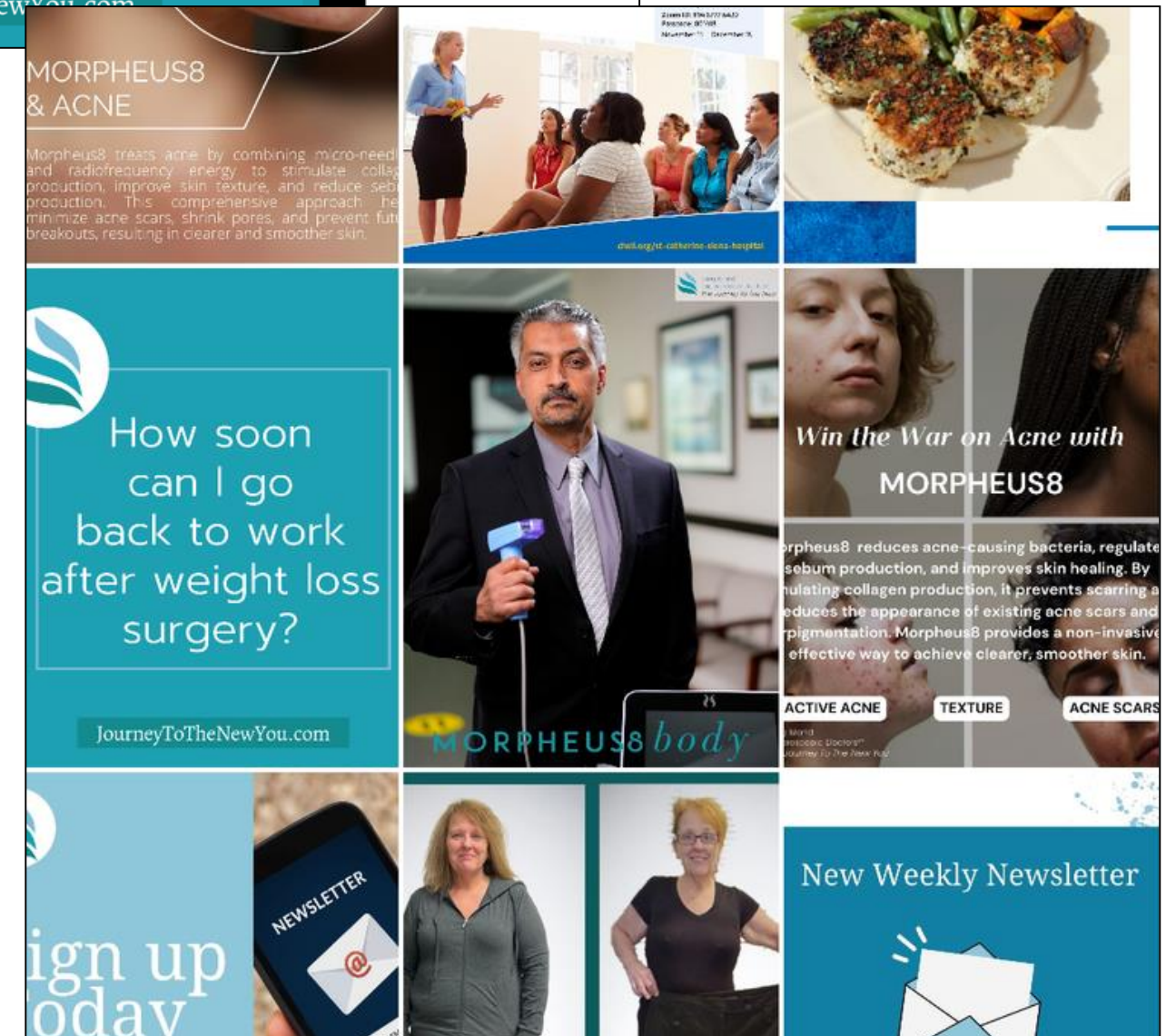
YouTube, Blog & Social Media

<https://www.youtube.com/@LILAPDOC>

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The background of the slide features a light blue-grey rectangular area with a subtle wood grain texture, set against a dark blue textured background. Within this area, there are several wooden cutouts: three white human figures on the left, a red upward-pointing arrow in the center, and several light-colored dollar signs scattered on the right.

Strategy #4: Monetize & Scale Efficiently

Monetize & Scale Efficiently

Why efficiency and expanding revenue beyond office visits is important:

- You can't scale systems that don't work.
- You don't want to leave money on the table. You must have profitability & cash flow for growth.
- More than one revenue stream creates greater stability and opportunity for growth (as long as your main offering is humming along well).

Actionable Steps for Added Monetization:



Start with a Financial Analysis – what is profitable/what is not profitable



Make Necessary Changes – optimizing what is profitable/salvage or eliminate what is not profitable



Consider Cash-Pay AOM Programs – Transparent membership pricing



Consider Retail & Supplement Add-Ons – Meal replacements, metabolism-boosting supplements



Consider Subscription & Membership Models – Recurring coaching, structured meal plans

Actionable Steps for Streamlining Systems for Sustainable Growth:



Standardize Your Patient Flow:

- Documented steps for onboarding, follow-ups, long-term engagement



Leverage Automation & AI:

- AI-powered chatbots for patient FAQs
- Automated appointment reminders & follow-ups



Train Your Team on Conversions & Patient Engagement

- Every touchpoint should build trust & improve retention

Bringing it All Together

- Key Takeaways from Each Strategy
- What 1-2 actions will you implement this month?
- Where to start:
 - Strengthen your pipeline & personalization first
 - Optimize your marketing & monetization next
 - Systematize your processes throughout
 - Create KPI's based on your goals
 - Always include your team

Additional resources:

- Download your free webinar action plan resource from Robard.
- Reach out to me with any questions at Karol@WeightLossPracticeBuilder.com

A photograph showing four stages of a seedling's growth from left to right: a small dark seed, a seedling with two small leaves, a seedling with two larger leaves, and a seedling with two leaves and a small stem. They are all growing out of a mound of dark brown soil against a blurred green background.

Scaling Your Weight Loss Practice in 2025:
4 Essential Strategies for Growth

Weight Loss Practice Builder, LLC
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CEO, Weight Loss Practice Builder, LLC

Weight Loss Practice Builder



Thank you for joining us today.

QUESTIONS...

KAROL@WEIGHTLOSSPRACTICEBUILDER.COM

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