

The Education Dilemma: Overcoming Patient Resistance to Weight Loss Education

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Thank You Robard!

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Leaders in Weight Management

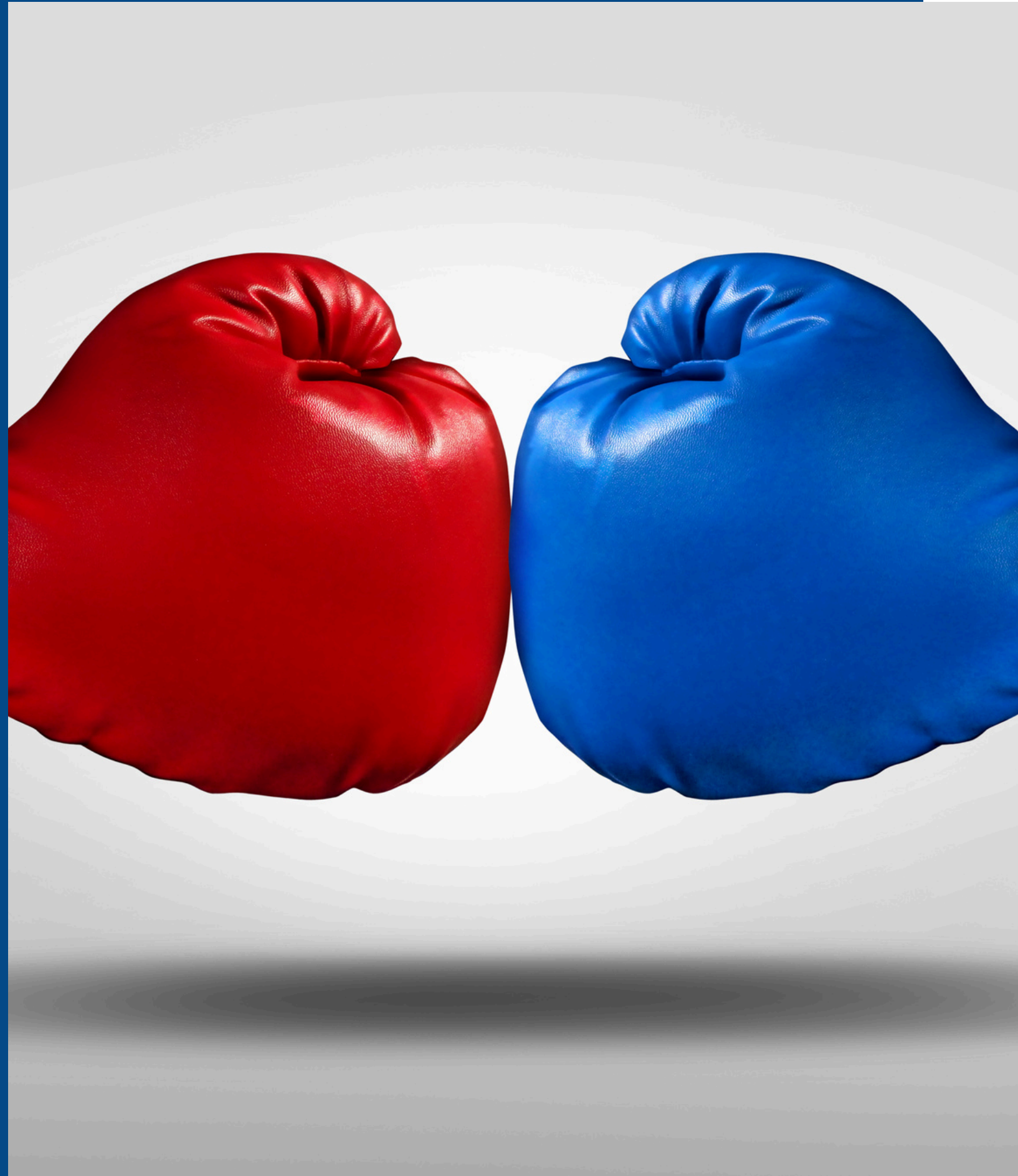
In case we haven't met...



Learning Objectives:

- Briefly review the primary root causes of patient resistance to weight loss education.
- Discuss the latest innovative tools and strategies to overcome patient resistance and increase compliance
- Review best practices for implementing such innovative tools and strategies for optimal patient compliance.





In the battle against obesity, we encounter a challenging opponent -

patient resistance to weight loss education.



The Role of Patient Education in Weight Loss

- Education is more than just sharing information
- Understanding the science
- Creating that 'a-ha' moment
- Higher engagement and adherence to your treatment plan
- Battling the Disconnect...

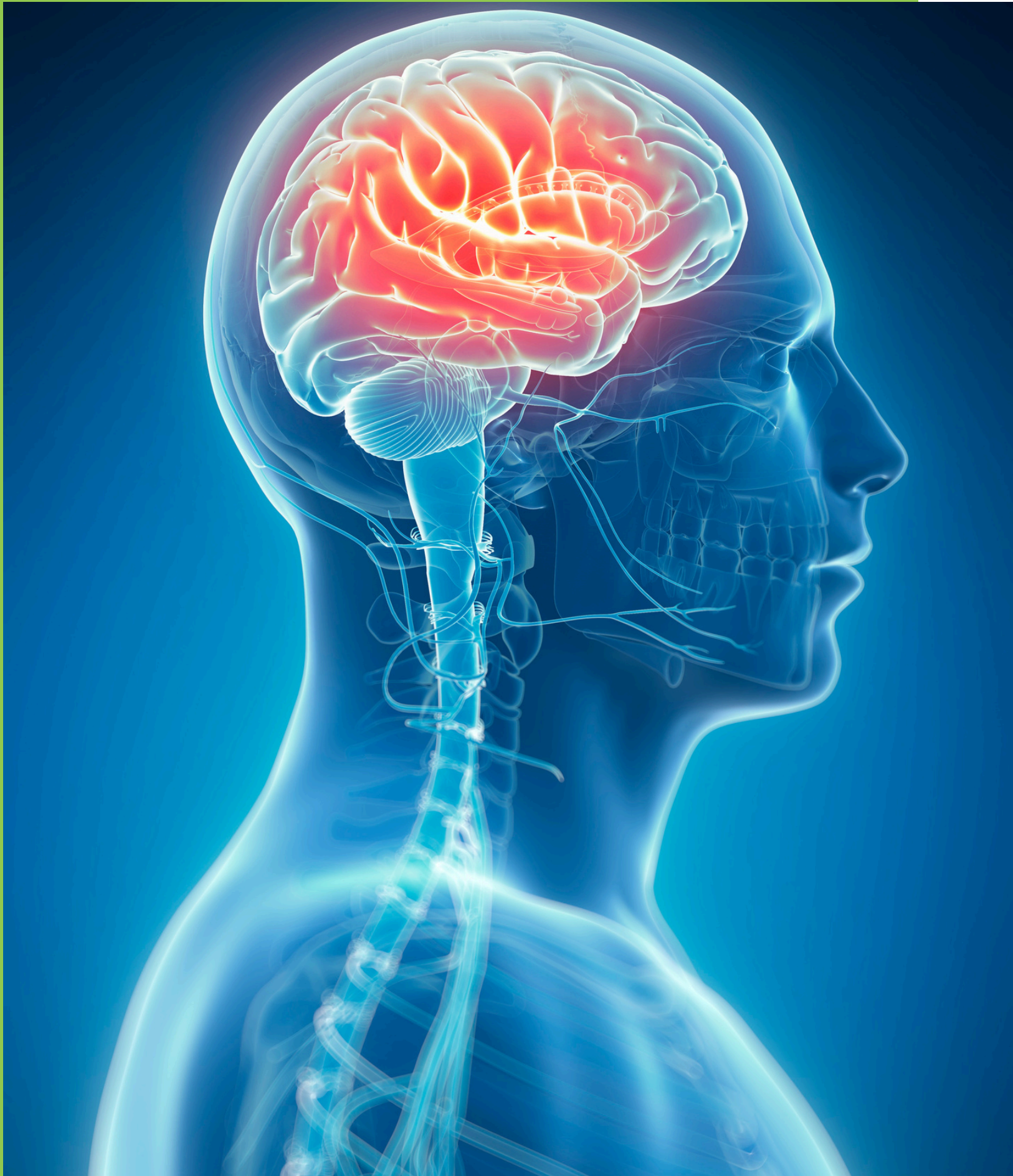


Understanding Patient Resistance

- Definition of Patient Resistance
- Evidenced by:
 - Non-Compliance
 - Avoidance of Lifestyle Changes
 - Failure to Follow Program Requirements
 - Missed Appointments
 - Even...Poor Review

Root Causes of Patient Resistance

- Psychological Factors
 - Time Constraints
 - Skepticism/Lack of Interest
 - Past Experience
 - Emotional Barriers
 - Ease of Weight Loss with Meds or other Treatment/Surgery
- Behavioral Factors
 - Immediate Results Focus
- Social and Environmental Factors
 - Saboteurs
 - Misinformation





Our challenge lies in
bridging the gap between
what patients want and
what they need -

*which is not an easy feat -
but can be done!*



In fact, any obstacle you, your business, or your patients face is really a gap between what you want and where you are.

For success, you need to bridge the gaps.

To bridge the gap, you must build a strong bridge to get across the great divide:

- Attention/Captivate (so people know the bridge exists)
- Influence (compel them to take action)
- Transformation (for lasting impact and change)

STORIES THAT STICK - KINDRA HALL



Innovative Tools and Strategies:

- Digital Platforms and Apps
 - Not Your Typical Course Creation
- Gamification
 - Built in Excitement & Engagement
- Remote Monitoring Devices
 - Real-Time Data & Feedback
- Interactive Workshops and Seminars
 - Make the Connection



Best Practices

1. Assess Underlying Causes of Resistance & Learning Preferences
2. Customize Your Plan Considering Barriers to Success
3. Leverage Technology
4. Integrate a Varied Approach:
 - a. Visually Appealing
 - b. Simplified Content
 - c. Compelling Stories
 - d. Combine Presentation Methods
 - e. Infuse Your Personality
 - f. Personalize Feedback



Best Practices continued...

- 5. Maintain Open Communication
- 6. Reward Learning and Participation
- 7. Protect Patient Data



The Future of Patient Education



**BRIDGE THE
GAPS**





Thank you for joining us today.

QUESTIONS...

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