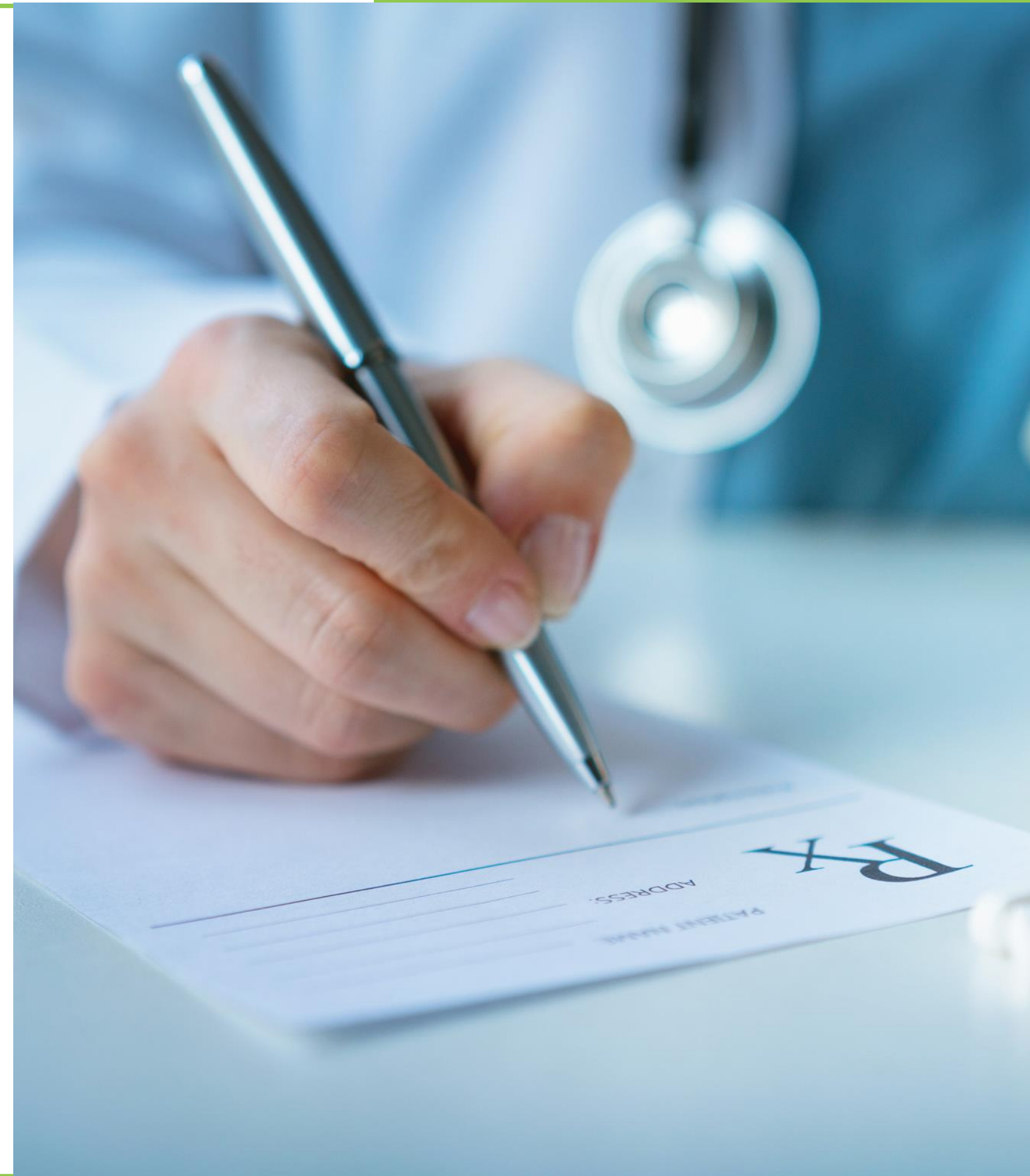
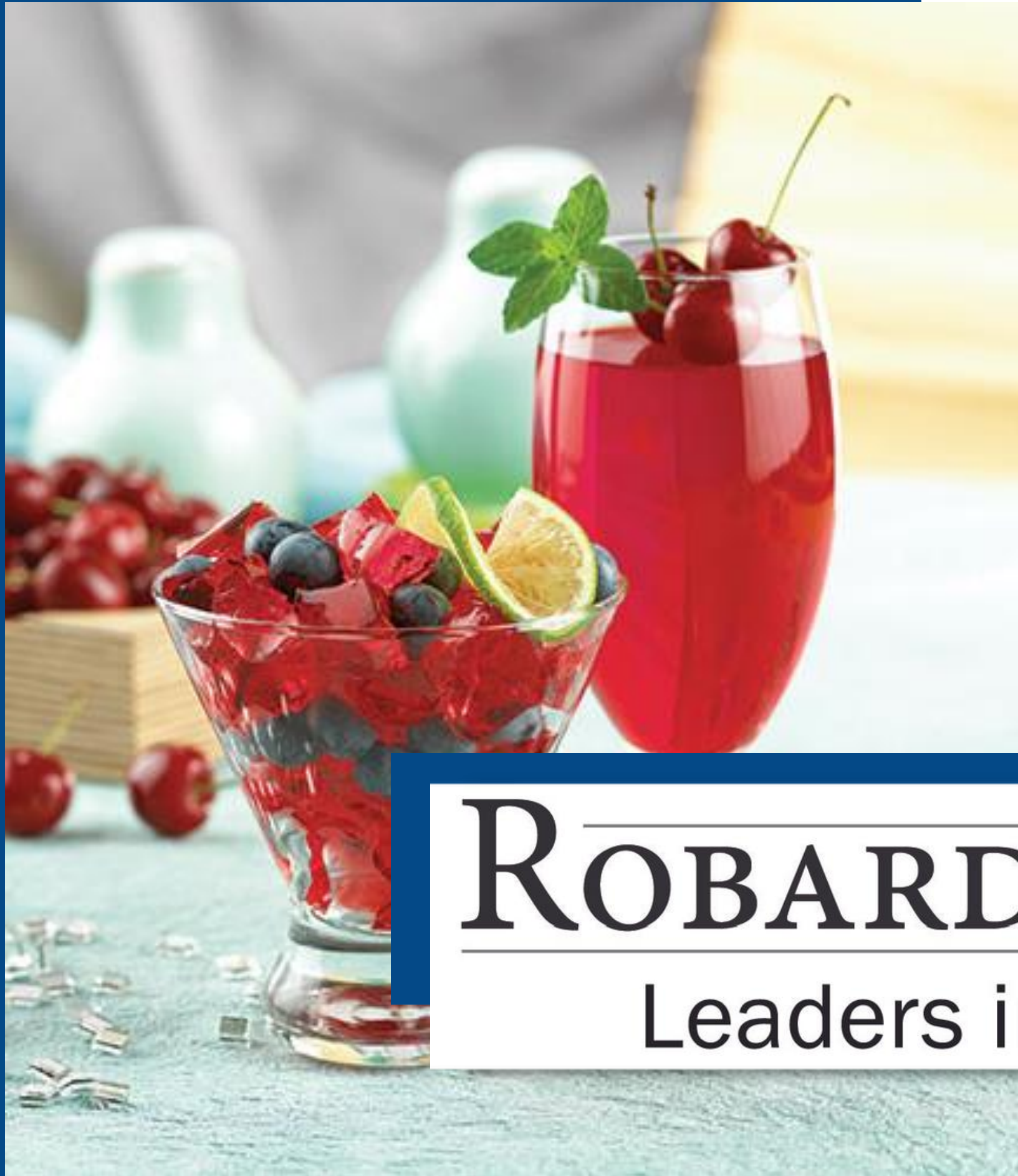


Thriving in a GLP-1 World:

How to Keep Your Weight Loss Practice Relevant and Profitable Despite Rising Medication Demand

KAROL H. CLARK, MSN, RN





Thank You Robard!

ROBARD CORPORATION

Leaders in Weight Management

Learning Objectives:

1. Understand how GLP-1 trends are impacting patient behaviors and identify practical ways to differentiate and expand service offerings beyond medication management.
2. Develop comprehensive care models that seamlessly integrate medication support with nutrition, behavior change, physical activity, and long-term weight management strategies.
3. Implement a six-step strategy to diversify revenue streams, optimize patient pathways from start to finish, and build a resilient, results-driven brand that patients trust and recommend.

In case we haven't met...



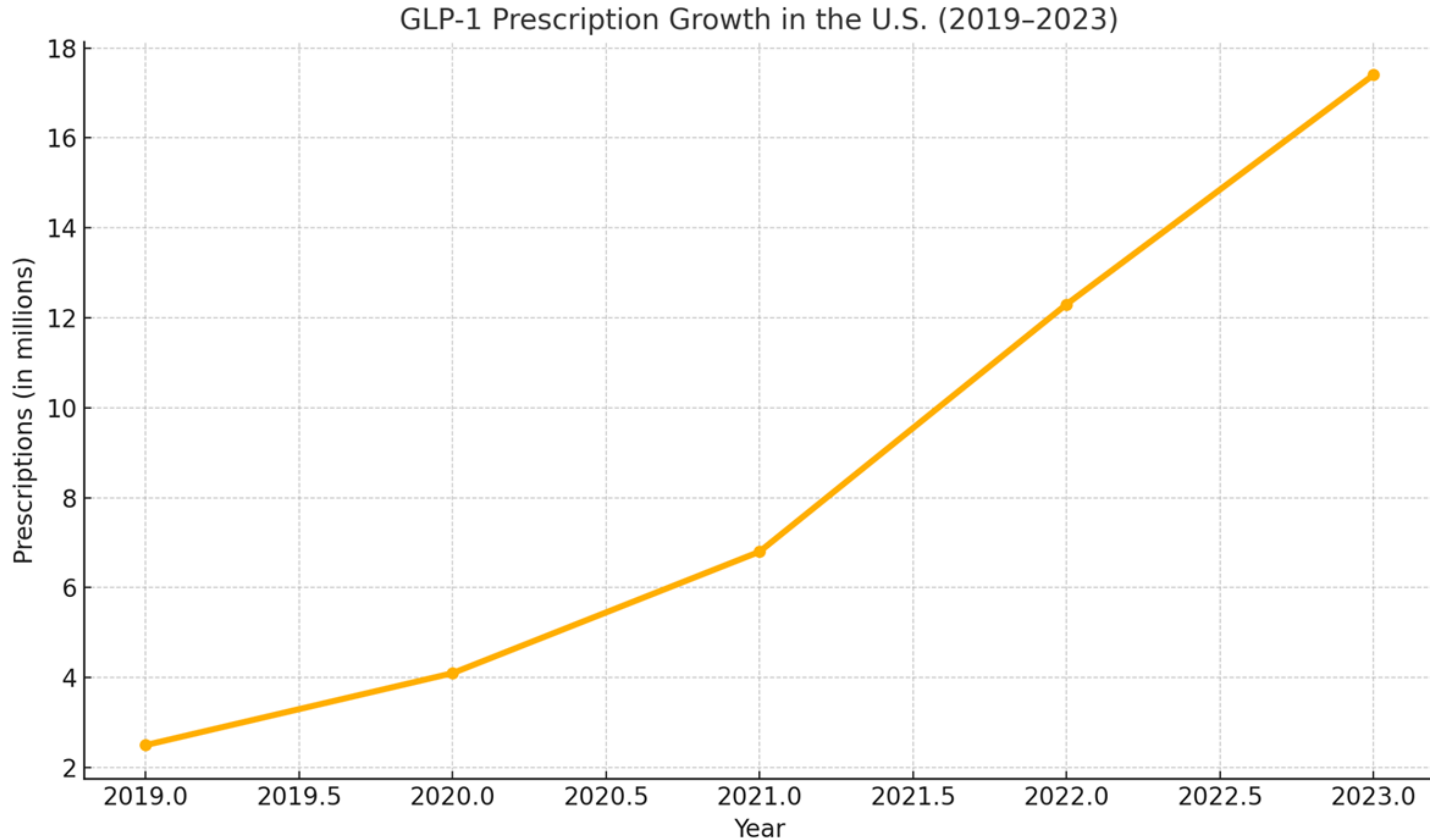


The Shift is Happening!

- GLP-1 prescriptions are up 300% in past 3 years
- Media buzz & pharma investments are growing
- Patients are clamoring for medications - but need expert guidance

There is a care gap - and that's where you come in!

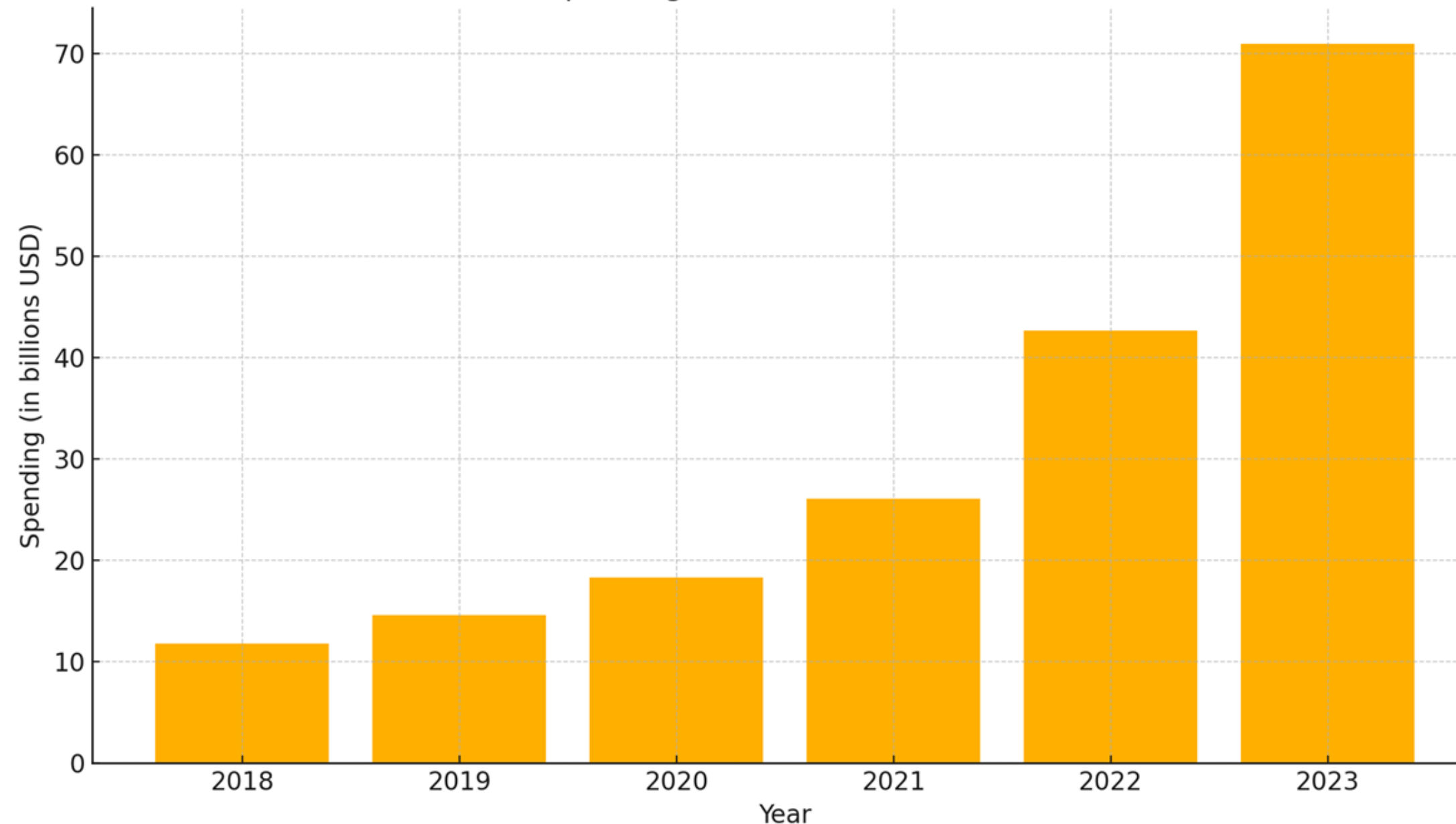
GLP-1 PRESCRIPTION GROWTH (2019-2023)



ANNUAL SPENDING ON GLP-1 MEDICATIONS (2018–2023)

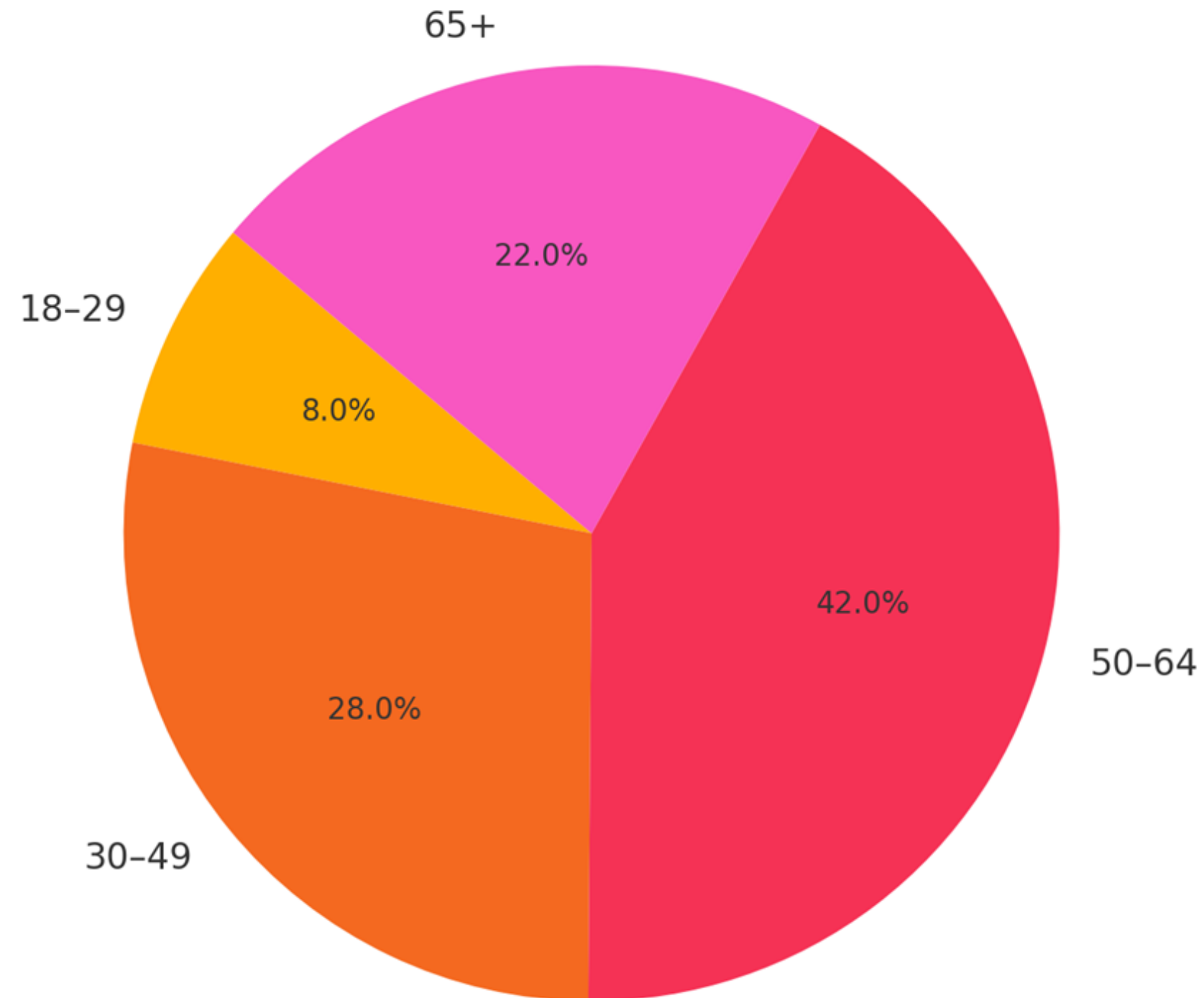
Annual Spending on GLP-1 Medications (2018–2023)

U.S. Annual Spending on GLP-1 Medications (2018–2023)



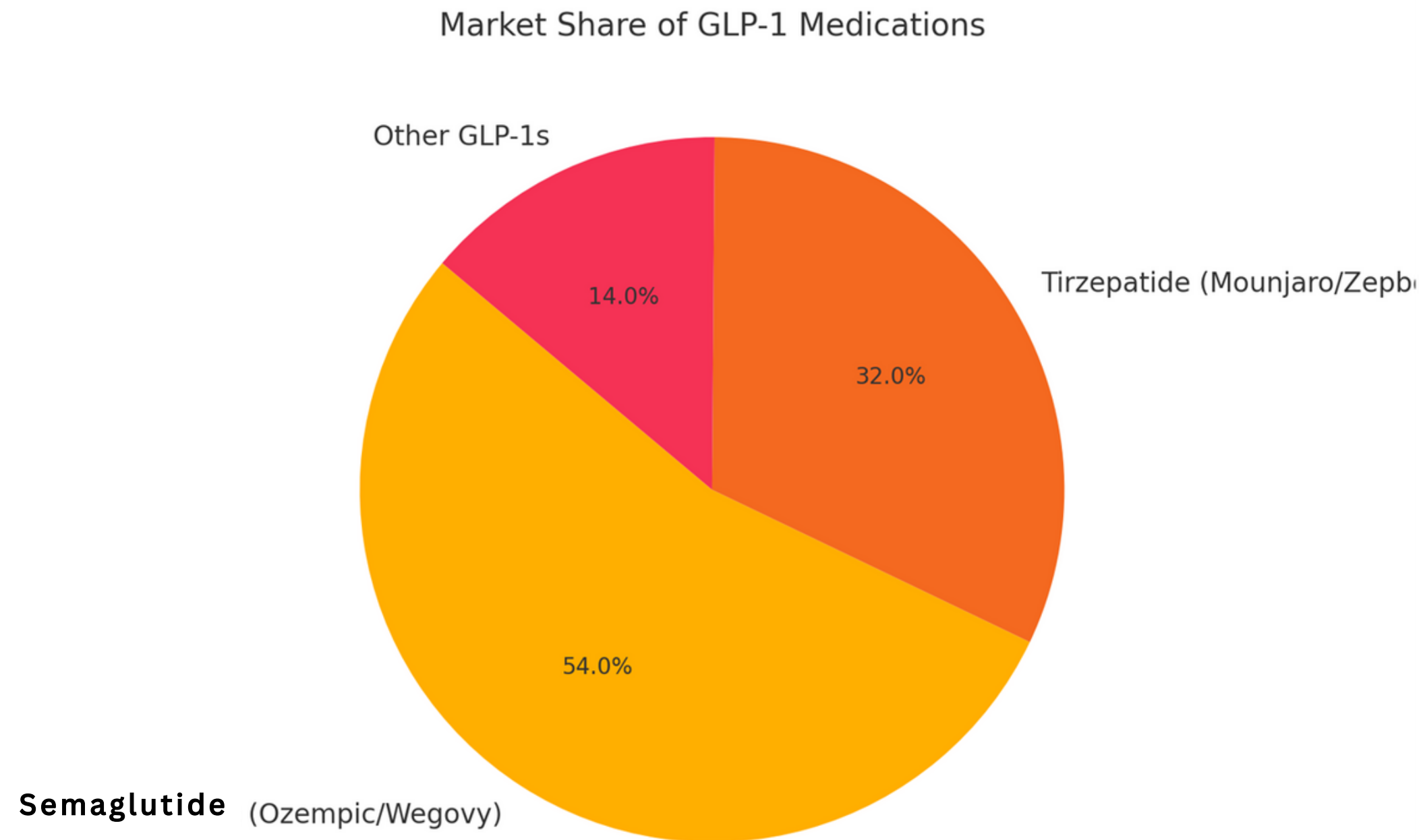
GLP-1 USAGE BY AGE GROUP

GLP-1 Usage by Age Group (U.S. Adults)



MARKET SHARE OF GLP-1 MEDICATIONS

Market Share of GLP-1 Medications





The Practitioner's Choice

- Adapt, innovate, and lead
- Or risk falling behind

Let's focus on how you can lead with innovation & strategy.

A blue pushpin is pinned to a piece of white paper. The paper features a geometric diagram consisting of several black lines that intersect at various points, creating a network of triangles and polygons. The pushpin is positioned at one of the intersection points. The background of the slide is a solid light green color.

Step 1: Understand the Market Shift & Use it to Your Advantage

- Recognize changes in patient expectations and referral dynamics.
- GLP-1s are tools, not total solutions
- Align services with new demands in the GLP-1 era
- *For example...*

Step 2: Evolve Your Patient Messaging: Beyond the Prescription

- Shift messaging from short-term results to lifelong transformation.
- Frame GLP-1s as a part of a bigger plan
- Emphasize your comprehensive approach and value: LBM protection, mindset, lifestyle change
- *For example...*





Step 3: Create High-Touch Programs that Fill the Gaps

Think beyond what you *offer* & focus on what patient's *experience*.

- Group coaching (i.e. GLP-2 Success Circle)
- Food sensitivity or gut health testing + custom nutrition
- Muscle-building challenges
- Digital concierge services
- Bundle offerings to encourage engagement and revenue stability.



This is your chance to
be their trusted
transformation partner

– not just their
prescription provider.



Step 4: Optimize Your Patient Pathway (Start to Finish)

Map every touchpoint:

- Inquiry phase
- Onboarding phase
- Treatment phase
- Maintenance phase

Ensure continuity of care across all phases.

Step 5: Rethink Monetization: Strengthen Your Profitability

Introduce recurring revenue streams through

- Memberships, programs
- Nutritional products.
- Virtual coaching & accountability
- Fitness partnerships
- Aesthetic services
- License your framework (sell to employers or other practitioners)





Step 6: Position Your Practice as the Expert Authority

- Share insights via webinars, blogs, and social media.
- Create social videos
- Featured on podcasts
- Write blogs & newsletters
- Speak to referral network & employers
- Become a go-to authority for patients and referring physicians.



Summary of 6 Steps

1. Understand the Shift & Use it to Your Advantage
2. Evolve Your Patient Messaging: Beyond the Prescription
3. Create High-Touch Programs that Fill the Gaps
4. Optimize Your Patient Pathway (Start to Finish)
5. Rethink Monetization: Strengthen Your Profitability
6. Position Your Practice as the Expert Authority

Embrace the Opportunity!



Thank you!

QUESTIONS...

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WeightLossPracticeBuilder.com

