



In accordance with «EACCME criteria for the Accreditation of Live Educational Events», please disclose whether you have or you have not any conflict of interest with the companies:

Vishal Kudav, MD: no potential conflict of interest to report

Lucian Panait, MD: consultant relationship with Medtronic



How can I build a new bariatric practice in a mature market?



Building volume in a new bariatric practice is dependent on multiple factors [1]

- Referrals from previous patients
- Primary care and subspecialty networks
- Internet resources

Patient recruitment and engagement can be supported by industry partnerships through various strategies

- Co-marketing campaigns
- Virtual online and app-based platforms for personal health education
- Industry-sponsored pilot programs to drive patient recruitment
- Therapy awareness dinners for providers

[1] Moore, R.L. (2016) 'Tools and Keys for Success in New and Established Bariatric Practices', *Bariatric Times*, 1 August.

Our practice



The logo for Bhatti Weight Loss features the name "Bhatti" in a large, blue, serif font with a thin orange underline. Below it, the words "WEIGHT LOSS" are written in a smaller, blue, sans-serif font.

- Formed in 2020 a mature bariatric market in a major metropolitan area in the United States (Minneapolis-St.Paul)
- Offers multimodal weight loss management options for patients
 - Anti-obesity medication management
 - Endobariatric procedures for weight loss
 - Outpatient/inpatient bariatric surgical care

Our plan

- Engaged industry representatives in seeking resources to promote practice growth
- Partners include:
 - Medtronic
 - Apollo Endosurgery
 - Novo Nordisk



Utilized different strategies with industry partners:

Enrolled patients in Go Further Health & followed leads via Patient Partner platforms

Medtronic

- Go Further Health: online and app-based personal health and weight loss tracking program
- Patient Partner: pilot collaboration through Medtronic for patient-to-patient mentorship program for bariatric surgery; professional video shoot for provider marketing



6 month co-marketing campaign for Orbera IntraGastric Balloon therapy (May 2022 – December 2022)

- Practice investment of \$5000/month, matched \$5000/month by Apollo for total of \$60,000 over 6 months
- Funds used for Search Engine Marketing via Google & Facebook, email blasts for a local magazine, and timed radio ads



Obtained patient educational brochures regarding Wegovy®, provided drug samples for use, performed in-service training for clinical staff



GO FURTHER

Medtronic-sponsored online and app-based health and weight loss tracking app

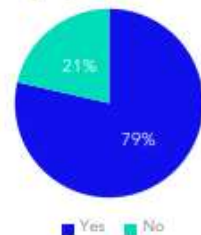
- Access to personalized meal plans and recipes to assist with weight loss
- Pre-recorded and live virtual nutritional counselling classes
- Digital tracking of customizable weight loss surgery preop requirements

Patient retention tracked over 2 years

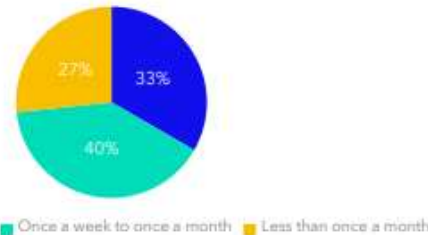
$$\text{Patient Retention} = \frac{(\text{Patients who underwent bariatric surgery} + \text{Patients completing requirements})}{\text{All patients enrolled in platform}}$$

Our patient retention rate = **86%** (Historic data 30-50%)

Q1: Overall, did you find the GoFurther Health App helpful in tracking bariatric surgery requirements?



Q2: How often did you log in?



Q3: Did you watch any of the nutrition or exercise videos in the app?

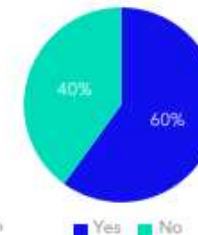


Figure 2. Survey results assessing patient satisfaction and app usage

94 patients invited to join GoFurther:

26 did not join

- 10 lost to follow up
- 16 underwent surgery or completing requirements

48 underwent bariatric surgery

11 still completing requirements

9 lost to follow up

**Data presented at ASMBS Annual Meeting in Las Vegas, June 2023

Website New User Data

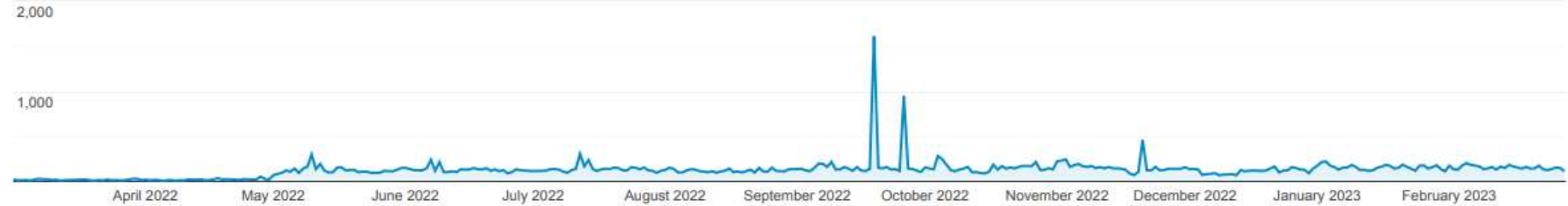
Audience Overview

All Users
100.00% Users

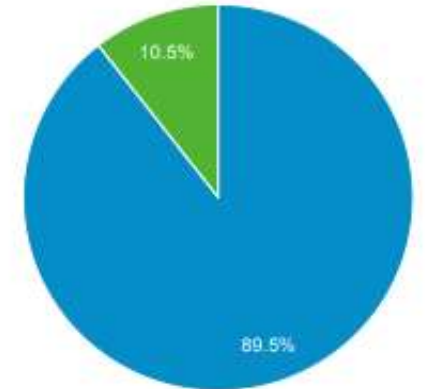
Mar 1, 2022 - Feb 28, 2023

Overview

Users



New Visitor Returning Visitor



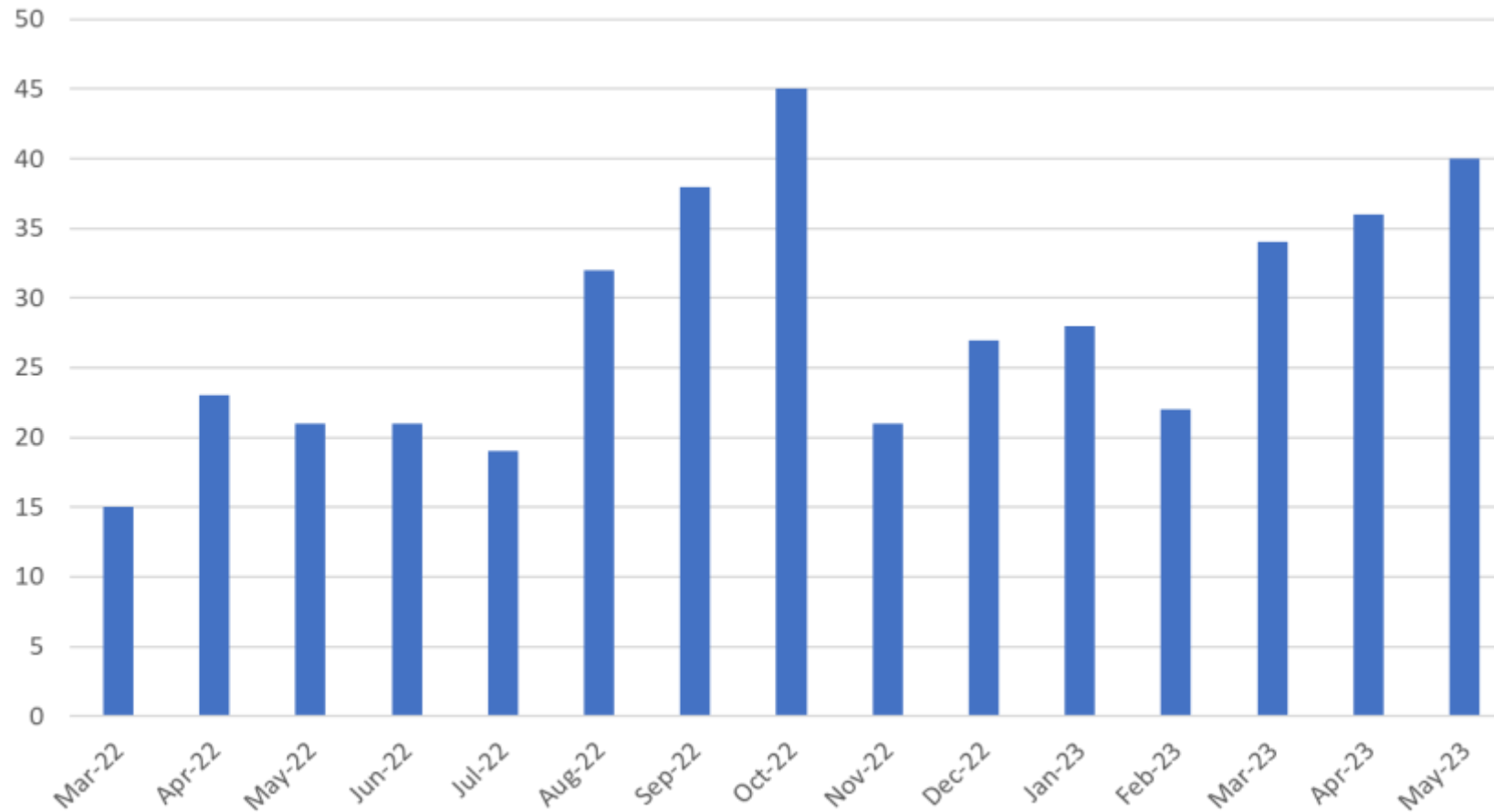
Total New Website Users
(3/2022 - 3/2023):

43,218



RESULTS

Bhatti Weight Loss New Patient Volume



Totals***

2022: 262

2023: 160

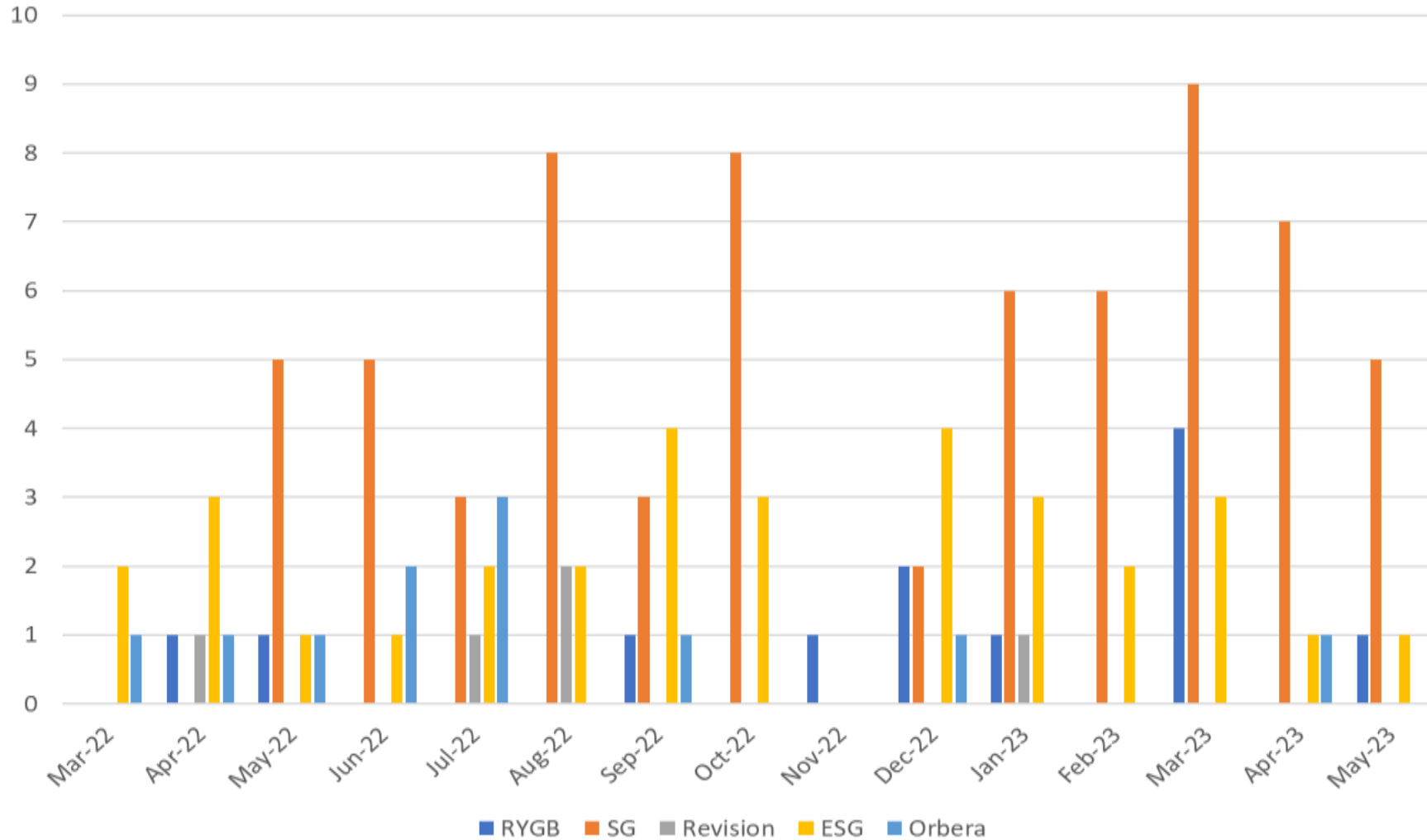
■ Number of New Weight Loss Consults



NAPOLI
2023

***Volume from Mar 2022 – May 2023

RESULTS

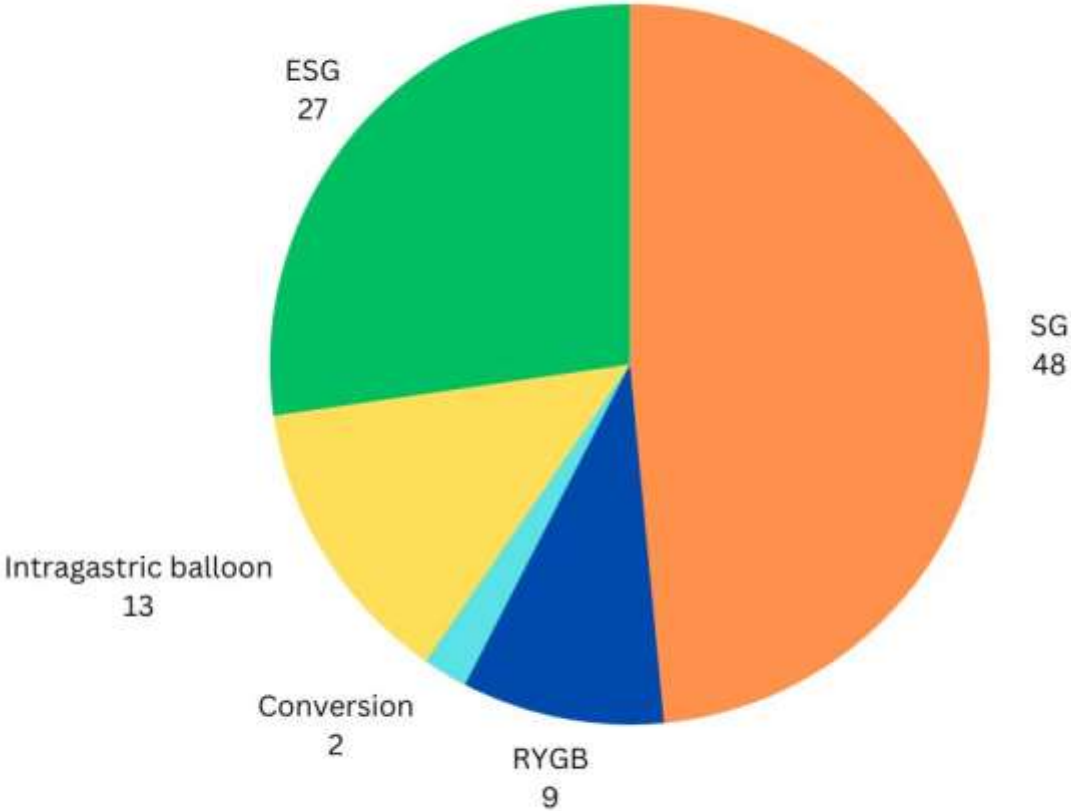


Procedure	Volume
Roux-en-Y gastric bypass	12
Sleeve gastrectomy	67
Revisional procedure	5
Endoscopic sleeve gastroplasty	32
Orbera intragastric balloon	11

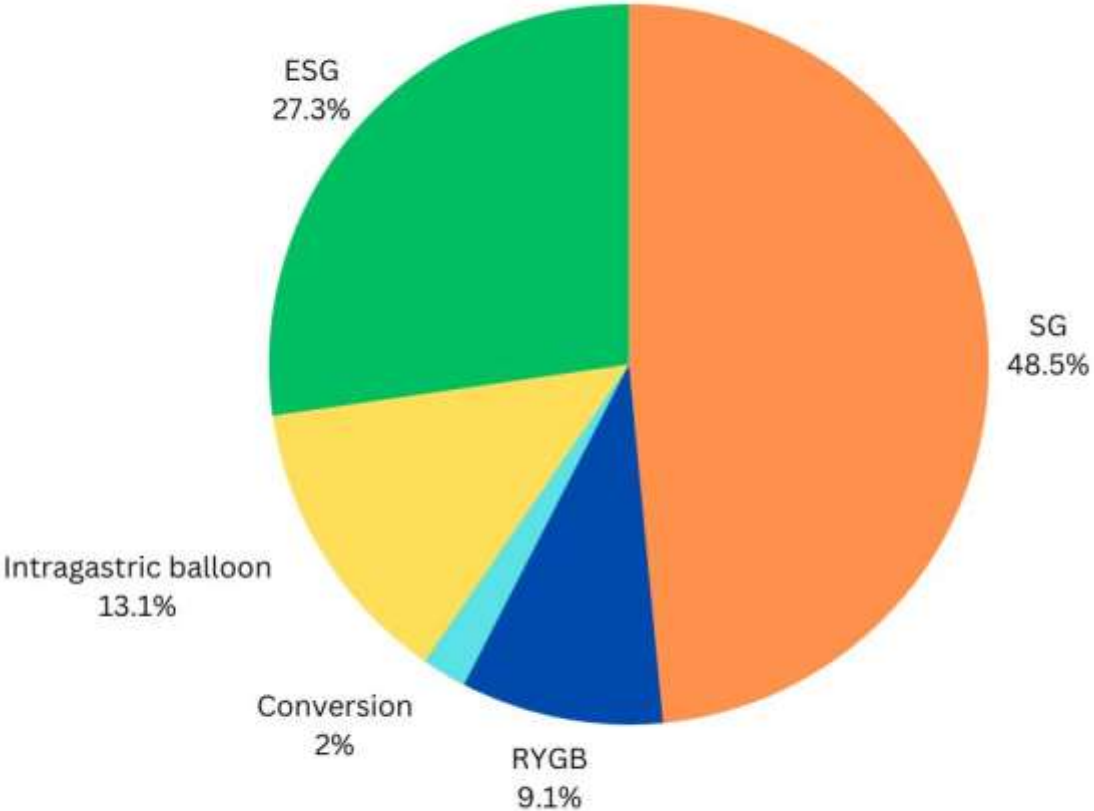
- Organic and paid marketing efforts are necessary when establishing a new weight management practice in a competitive market
- Industry resources are widely available and can increase patient awareness, satisfaction and program retention
- Collaboration with industry can be mutually beneficial for practice growth and in development of practice management tools



Case Mix Volumes



Case Mix Percentage



**Volume data from March 2022 – July 2023

Questions/Discussion

