



UNIVERSITY
FOR WEIGHT LOSS SCIENCE

BRUCE WAYNE



**Using Weight Loss
Fitness Science to Make
MEDICAL DECISIONS**

A MEDICAL EVALUATION ALONG WITH BLOOD WORK DOES NOT TELL THE COMPLETE STORY.



LACK OF URGENCY

My doctor said....

"all my numbers looked great and that I am his gold standard patient."

"He wished all his patients were like me."



URGENCY/SUCCESS METER

HIGH LEVEL OF SUCCESS - but lack urgency – (Tend to be younger)

Under 30 Lbs.

REQUIRES SERIOUS URGENCY – but has a false sense of security

40 - 60 Lbs.

HIGH FAILURE RATE – (A 911 CALL)

80 - 100 Lbs.

Weight loss fitness evaluation results



20 – 30 POUNDS OVERWEIGHT

Ideal time to lose weight and get in shape

Clients who are 20 – 35 pounds over weight tend to be younger. They are still riding their youth and genetics. They are also living in a society that is promoting “fit at any size”, yet

According to [Cancer Research UK](#), more than 7 in 10 millennials will be obese by the time they reach middle age, making them one of the heaviest generations in history.



40 – 60 POUNDS OVERWEIGHT

**REQUIRES SERIOUS URGENCY.
REINFORCEMENT OF MESSAGING BY MEDICAL
PROFESSIONAL WOULD REALLY HELP**

Clients who are 40 - 60 pounds over weight tend to be in their 40ies – 50ies. They are beginning to develop chronic diseases. They do have the resources to get healthy but they have a lot of responsibilities. Plus, health is typically not a priority in a serious way.

These clients should be trying to lose weight and get in shape as if their life depends on it.



Lots of work required to achieve success

80 – 100 POUNDS OVERWEIGHT

HIGH FAILURE RATE. LOT'S OF CHRONIC DISEASES, JOINT ISSUES, INCREASED RESPONSIBILITIES

Clients are often shocked how difficult and far away they are from reaching their health goals. Requires a lot of resources to keep this client in line to achieve success.



OFTENTIME TEND TO LACK FINANCIAL RESOURCES.

FAILURE

- ✓ There is also an overconfidence that we have figured out how to lose weight and get in shape.
- ✓ According to the CDC, 70% of the population are overweight or obese.
- ✓ Another way to look at it is we have a 70% failure rate. Weight loss program are notorious for not working.

REASONS

- *Many reasons for this including work-life balance, lack of education, financial resources etc.*
- *The medical field is highly regulated, however the weight loss fitness industry isn't. So, reaction is heavily regulated, while prevention is not in any meaningful way.*

70%



WEIGHT LOSS GIMMICKS



Maple Syrup Diet

- Several quarts of water
- A cup of lemon juice
- Maple syrup
- Cayenne pepper
- ... And lots of diarrhea

MNP HEALTHCARE SOLUTIONS SINCE 1984
Michael's® Naturopathic Programs

NO... alternatives
Cleanse with confidence
Start your diet right!

Ultimate Detox & Cleanse™

SERVING BAGELS AND CREAM CHEESE AT THE GYM????



A plain bagel from Dunkin Donuts has about 310- 350 calories and 150 calories in 1 serving of Plain Cream Cheese.

That's up to 500 calories

PIZZA AT THE GYM????



A slice of pizza has **~400 calories – 2 slices = 800**

A slice of “Meat Lover's” pizza has **470 calories – 2 slices = 940**



MEDICAL PROFESSIONALS DO LOOK AT ROOT CAUSES

However, losing weight and getting fit is complicated with lots of moving parts

CHALLENGES

- ❖ 50% of our clients work in the medical field. Tons of doctors, physical therapists, registered dietitians, wellness program educators and thousands of nurses have used our program to personally lose weight.
- ❖ Hospitals and clinics are not set up to effectively support patients with weight loss and fitness on a day to day basis.
- ❖ Constant follow up is required



PROBLEM SUMMARY

1. LACK OF URGENCY
2. HIGH FAILURE RATE
3. FADS AND PSEUDOSCIENCE MINDFIELD
4. LOTS OF GOOD RESEARCH THAT NEED TO BE REVIEWED
5. A LACK OF INFRASTRUCTURE AND DAY TO DAY SUPPORT THOSE WHO ARE READY TO CHANGE

***A SERIOUS NEED FOR QUALIFIED HEALTH COACHES TO
TO WORK WITH MEDICAL PROFESSIONALS***





UNIVERSITY FOR WEIGHT LOSS SCIENCE

WEIGHT LOSS SCIENCE MADE SIMPLE

A revolutionary, supportive, educational program
for weight loss and fitness.

SOLUTIONS

- ❖ Tracking Client/Patient data
- ❖ Expert coaches
- ❖ Detailed Instructions
- ❖ All fitness levels



SOLUTIONS

❖ Tracking Client/Patient data

MY PREVENTION SYSTEM

- TRACKING AND MONITORING CLIENTS



A QUANTIFIABLE PROCESS

Quantifiable process that when followed, determines when the client should achieve their results. From this assigned scoring we can determine a grade point average for each student/client.



IT'S MATH AND SCIENCE

When you understand the calculations, you can run the numbers

IT IS VERY EMPOWERING

EMPIRICAL LAWS

The backbone of our program is to utilize empirical laws of science





My Profile

First Name:	Belinda	Last Name:	Murel
Age:	55	Height:	65
Gender:	<input checked="" type="radio"/> Female <input type="radio"/> Male	Current Weight:	155

[Update](#)

Quick Summary

- 1) Number of Pounds gain so far : 2 lbs
- 2) Number weeks enrolled : 66.57 Weeks
- 3) Average fitnessgrade to date : F grade

[Click here to understand your Fitness Grade](#)

- 4) Select Lab report to download

please choose

Coach Note

Select Coach

please choose

Please select coach to display chat...

Doctor Note

Doctor's Name: No Doctor Assigned

Message

SIMULATED CLIENT DATA

Our entire preventative health tele platform is HIPAA compliant and s

- Client Dashboard
- Weight
- Daily Fitness Score
- Strength & Flexibility
- Cardio
- Nutrition
- Total Daily Fitness Score
- Weekly Fitness Score
- Lab Reports
- Support
- Upload Image
- Back To Admin

My Profile

First Name: Belinda
Last Name: Murel
Age: 55
Height: 65
Gender: Female Male
Current Weight: 155

Update

Quick Summary

- 1) Number of Pounds gain so far : 2 lbs
 - 2) Number weeks enrolled : 66.57 Weeks
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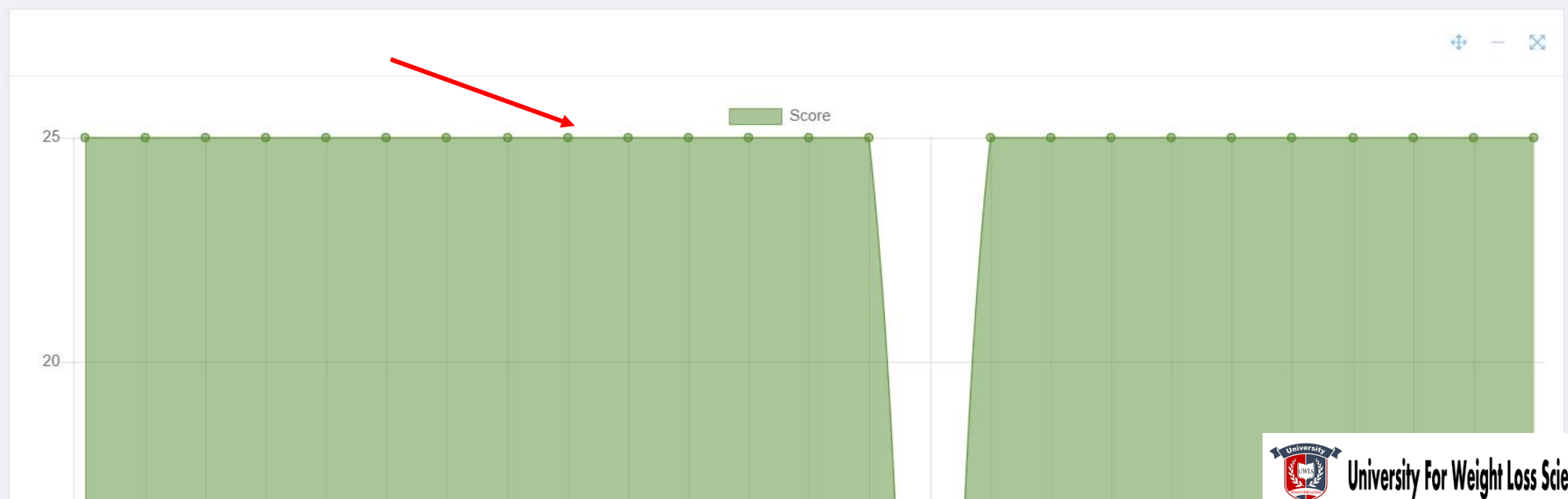
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Strength & Flexibility

The maximum score that can be achieved for strength training and flexibility daily is 25 points

	Sun 10/13	Mon 10/14	Tue 10/15	Wed 10/16	Thu 10/17	Fri 10/18	Sat 10/19
Strength	Calculate Score	Calculate Score	Calculate Score				

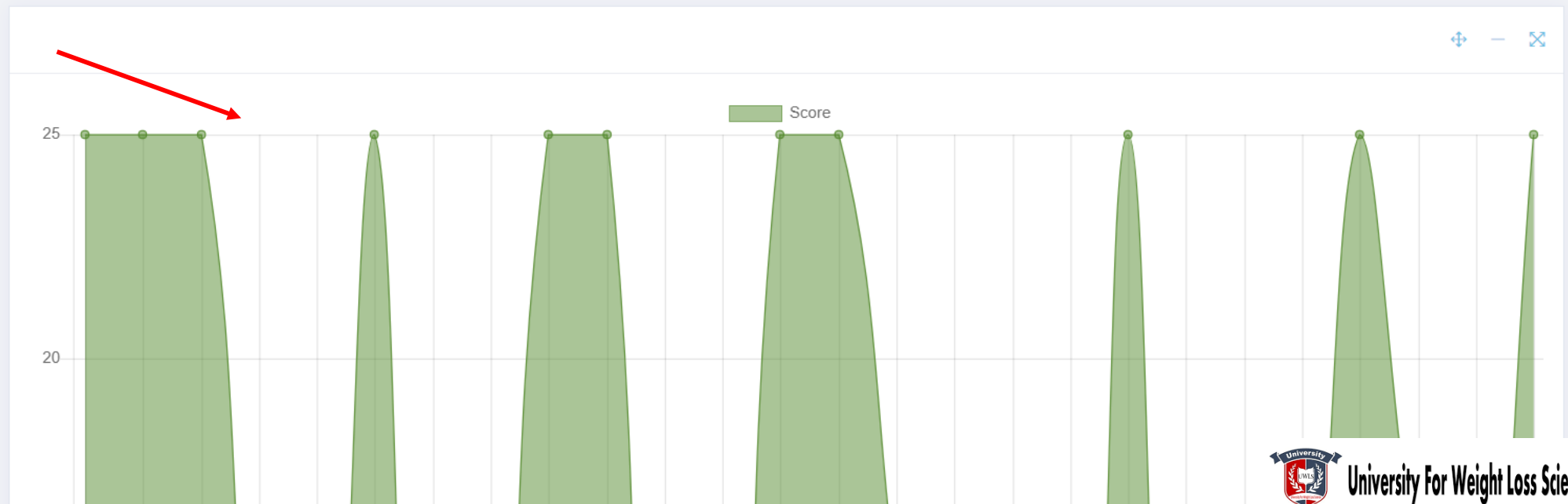


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Cardio

The maximum score that can be achieved for cardio daily is 25 points

	Sun 10/13	Mon 10/14	Tue 10/15	Wed 10/16	Thu 10/17	Fri 10/18	Sat 10/19
Cardio	Calculate Score	Calculate Score	Calculate Score				



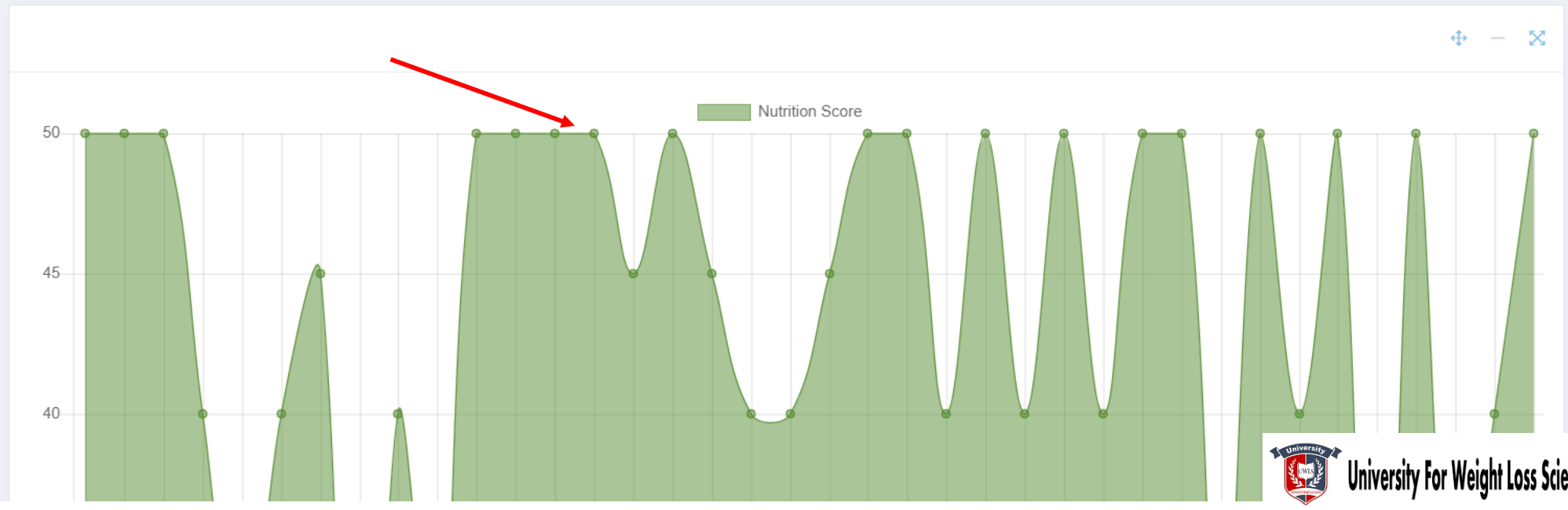
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Nutrition

The maximum score that can be achieved for nutrition daily is 50 points

today | OCT 6 - 12, 2019

	Sun 10/6	Mon 10/7	Tue 10/8	Wed 10/9	Thu 10/10	Fri 10/11	Sat 10/12
Nutrition	Calculate Score	Calculate Score	Calculate Score	Calculate Score	Calculate Score	Calculate Score	Calculate Score



LET'S RUN THE NUMBERS

PIZZA GUY????

- ❖ The CDC says adults **should exercise** moderately for 150 minutes per week.
 - ❖ That's about 20 minute per day.
 - ❖ National average for meeting this requirement is only 27.2% for men and 18.7% for women. So basically 1 to 2 days per week.
-
- *1 slices of pizza ~ 400 calories*
 - *Taking in account his weight, he will burn about 480 calories during a 40 minute walk*
 - *So, for each slice of pizza he will sabotage ~2 days of work*
 - *So if he eats 2 slices it will take 2 weeks to burn*



Individuals weighing 155 pounds burn 500 calories walking at a pace of 3.5 miles per hour for about 100 minutes, according to Harvard Health Publications.

- Client Dashboard
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Total Daily Fitness Score

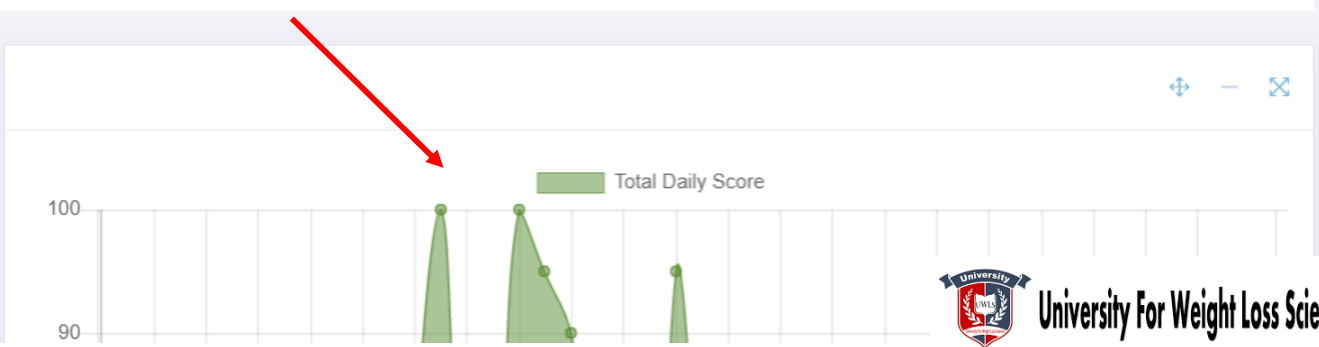
CSV Excel PDF Search: Start Date: End Date: search

Date	Strength & Flexibility Score	Cardio Score	Nutrition Score	Total Daily Score	Daily Grade
2018-07-28	25	25	30	80	F
2018-07-29	25	25	50	100	A
2018-07-30	25	0	50	75	F
2018-07-31	25	0	50	75	F
2018-08-01	25	25	50	100	A
2018-08-02	25	25	45	95	B

Showing 13 to 18 of 46 entries

Previous 1 2 3 4 5 ... 8 Next

- A** - 100
SCORE SHOULD ACHIEVE RESULTS
- B** - 95-99
GOOD CHANCE OF GETTING RESULTS
- C** - 90-94
YOU MAY OR MAY NOT GET YOUR RESULTS



- Our entire preventative health tele platform is HIPAA compliant and s
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Weekly Fitness Score



Show 10 entries

CSV Excel PDF

Search:

Weeks	Strength	Cardio	Nutrition	Total weekly score	Weekly grade
Week 9	25	10	0	35	F
Week 8	25	5	0	30	F
Week 7	0	0	50	50	F
Week 6	75	25	175	275	F
Week 5	175	95	340	610	F
Week 4	25	25	30	80	F
Week 3	50	5	95	150	F
Week 2	75	115	160	350	F

SIMULATED CLIENT DATA

My Profile

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Gender: Female Male
Current Weight: 155

Quick Summary

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 - 4) Select Lab report to download
- [Click here to understand your Fitness Grade](#)
- please choose

Once you review the quick summary you will now have a high level understanding of the patient fitness progress. You can also decide to send the coach a question or write a doctors note about any concerns you have.

Coach Note

Select Coach

please choose

Please select coach to display chat...

Doctor Note

Doctor's Name: No Doctor Assigned

Message

SOLUTIONS

❖ Expert Coaches

WHY COACHING IS SO IMPORTANT



what's wrong?



Shawn's story – Sabotage and Mashed Potatoes



THE ABSOLUTE NEED FOR COACHING

Think of coaching in terms of life coaching rather than just health coaching

In order to become a coach, you must be a successful client first.

Serious, constant, relentless monitoring and adjustment are required by a multidisciplinary team of experts.



SOLUTIONS

❖ Detailed Instructions

❖ A personal blueprint for success

How It Works

1. Purchase & Registration Steps:

- I. Each student purchases their membership
- II. They are registered for access to My-Prevention-System, our client management system
- III. Students will complete their Fitness Protocol Intake Form



The Fitness Protocol Form provides us with important information about each student. This information will assist us in designing a more PERSONALIZED weight loss fitness program specifically tailored to the individual.

2. 30 – 60 Minute Evaluation and Telephone Interview

While completing their Fitness Protocol Form, each student will schedule their 30 minute Fitness Evaluation Telephone Interview.

3. What you get

Our team will determine each student's fitness level, create their personalized program based on their fitness goals and mail it.

(See next slide)

4. Assigned a Personal Health Coach

Once the evaluation is completed, students are assigned a Personal Health Coach with 6 days per week access.

5. Telemedicine Physician Evaluation

After step 1-6 are completed, each student will be assigned a medical doctor who will perform their first Telemedicine Physician Evaluation.

WHAT YOU GET



The Most Comprehensive And Progressive Fitness & Weight Loss Program Complete With DVDs, Streaming Videos & Books. (Access to streaming workout videos can be view on-line or offline with our workout app)



**EACH CLIENT RECEIVES A
PERSONAL CARE PACKAGE
ARRIVES BY MAIL**

1. WORKOUTS

- ❖ Strength Training
- ❖ A Flexibility Program
- ❖ Personalized Cardio Program

The Workouts are also progressive based on your fitness level.

2. NUTRITION

- ❖ Personalized Dietitian Designed Nutrition Program
- ❖ Grocery Shopping List
- ❖ 216 pages Customized Nutrition Guide Book
- ❖ 3 Dietitian Taught Nutrition videos.

3. SCIENCE GUIDE

- ❖ Science of Weight Loss & Fitness Guide book
- ❖ Sports Injury Prevention Plan.

SOLUTIONS

❖ All Fitness Levels

OUR WORKOUT VIDEO APP

Anywhere – Anytime

ONLINE OR OFFLINE



University For Weight Loss Science

Detailed Instructions on nutrition and strength training

Sample list of types of training	Dance around the world	Martial Arts.
<ul style="list-style-type: none">➤ Functional Training➤ Muscle Isolation➤ Interval Training➤ High Intensity Interval Training➤ Plyometrics➤ Heavy Weight Lifting➤ Circuit Training➤ Sports specific training➤ Travel Workouts➤ Exercise band workout routines➤ Exercise demonstration Routines➤ Fitness for seniors	<ul style="list-style-type: none">Cuban LatinMelbourne ShuffleHip HopCuban LatinMerengueAfrican CongoArgentina dance	<ul style="list-style-type: none">Tai ChiTai Chi for SeniorsJeet Kune DoSavate KickboxingMuay ThaiYoga
NEW WORKOUTS ADDED WEEKLY		

AS REQUIRED



Joint/ Foot Health Management – Addressing health needs of clients with joint issues, such as a bad knee, bad back, plantar fasciitis, Osteoarthritis etc.

Diabetes Management – We help you manage your diabetes, work with your doctor to reduce or eliminate your medications.

Targeting Troubled Areas – Targeted training helping you to lift , scoop, tighten and tone your butt, firm up your abs or achieve six pack abs.

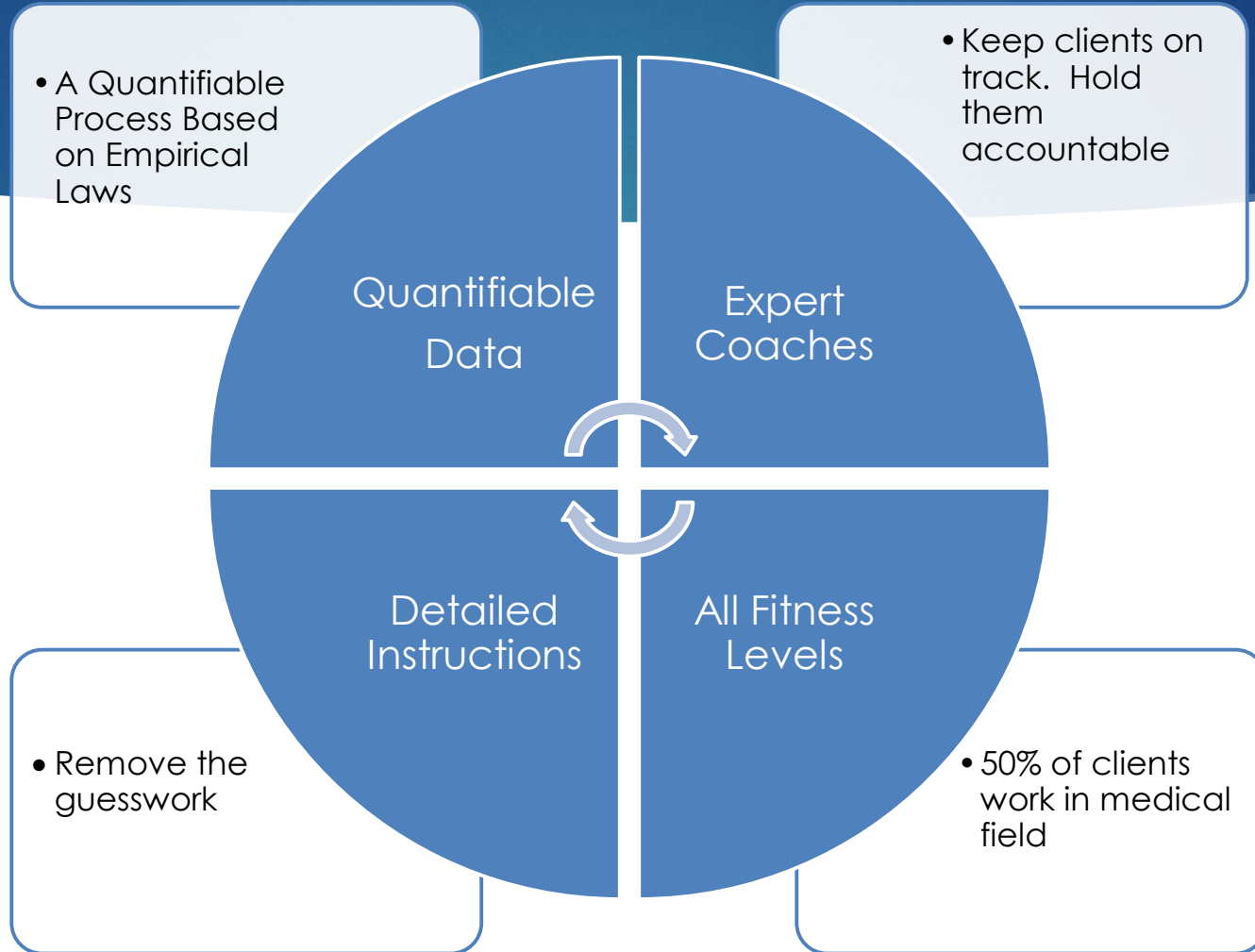
Cellulite Reduction – You get our new Breakthrough Cellulite Reduction Program that significantly reduce cellulite on your legs, butt and abs.

Thyroid & Weight Loss – Lose weight even with an over or underactive Thyroid.

Special Nutrition Requirements – Vegetarian, Pescatarian, Gluten Free, Dairy and other Food Sensitivities.



Conclusion



Can be used by medical professionals to make medical decisions



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QUESTIONS?

Bruce Wayne



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BRUCE WAYNE



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