

# *Setting Take Shape for Life in Motion in Your Practice*



*Binder*

**1**

*Important information,  
forms and tools to set Take Shape for Life  
in Motion in Your Practice*



**Take Shape  
For Life**  
*Life in Motion*



Dear Colleague,

It is my honor to welcome you to the Health Professional Division of Take Shape for Life.

I think you will find that Take Shape for Life provides you with great value in helping your patients finally succeed in one of the most important areas of their health. Our program combines the power of Medifast's proven meal replacements with what I believe is a simple, yet extremely powerful way to make the necessary changes to create permanent weight control and live a healthier life.

If you are like me, you spent most of your medical training learning how to treat disease rather than how to prevent it. And, depending on your background, the time expended in learning how to use proper nutrition as a primary force in healing, managing, and preventing disease may have been limited.

My many years as a surgical intensivist crystallized for me the pivotal role that nutrition plays in recovery from illness. That experience inspired me to bring together a team of Health Care Professionals to help redirect the focus of medicine towards finding innovative nutritional solutions for achieving optimal health and disease prevention.

The Health Institute was created with that mission in mind: improving the health of society by placing nutrition as the central focus for enhancing health. We at The Health Institute are committed to providing world-class education, training, and research in the areas of nutrition, lifestyle, and disease management. The Health Institute is the education arm of Take Shape for Life, and as a healthcare professional, you are considered an associate member. Our goal is to use your clinical experience to help improve both our services and programs. As a Member of the Institute, you can play an active and creative role in helping us mold the future of health care as well as provide immediate solutions to your patient's health challenges. If you are interested in taking a more active role in our educational process, please feel free to contact me.

Now, let me spend a few moments to explain the relationship between Take Shape for Life and our parent company, Medifast. Medifast has been the leader in meal replacements for over 25 years and is publicly traded on the American Stock Exchange (symbol - MED). The products have been used by over 15,000 physicians and over one million patients. Their success in helping patients lose weight safely and quickly, along with research and use by Johns Hopkins, is renowned.

At Take Shape for Life, a subsidiary of Medifast, we have successfully combined Medifast products, a program of lifestyle modification and a Virtual Clinic to support health professionals and help their patients to lose weight, and, more importantly, keep it off for good.

Over the past five years, we have taken the research on long-term maintenance and expanded it into our BeSlim™ philosophy for long-term weight control. BeSlim™ is an acronym which makes it easy to remember the six key ingredients of long-term weight control. Breakfast, exercise, Support, low-fat meals (five or six per day), an individual plan, and a monitoring system. These proven components are at the heart of the lifestyle program that we teach our patients along the way. The BeSlim™ philosophy is completely outlined within your getting started material.

The S for support is the backbone of our program. We have virtual help for your patient through our telephone conference calls, which include a Monday night nurse's call that provides helpful information for your patients on the program. On Wednesday night, there is a physician's call to field questions concerning medical issues while on the program. Also on Wednesday night is a maintenance call, which allows your patient to discuss the BeSlim™ philosophy and learn more about the key ingredients to long-term success.

Another key resource is your Health Advisor or “sponsoring advisor”, the person who introduced Take Shape for Life to you. We are fortunate to have a committed team of Health Advisors, who are certified by The Health Institute to provide you, your staff and your patients with training, tools and support to make this program both rewarding and profitable.

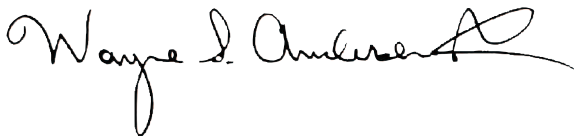
So let's get you started.

As you go through your getting started material, it is extremely important to complete and sign your application, take your basic competency exam, and send these documents into the Home Office to get paid. The details of both these actions are outlined in “Setting Take Shape for Life in Motion in Your Practice”.

I think you'll find that our system is turnkey and will require less than an hour to get up and running. Reading the “Setting Take Shape for Life in Motion in Your Practice” checklist and the included Quick Start Guide will give you about 95% of the information you need to start using this marvelous program to help your patients improve their health. We have included the detailed Take Shape for Life Health Professional Division Reference Manual to give you the 25 years of experience that Medifast has gathered in helping people lose weight and improve their health.

Again, welcome to our team! I look forward to meeting you and working with you in our mission of getting America healthy.

Sincerely,

A handwritten signature in black ink that reads "Wayne S. Andersen". The signature is fluid and cursive, with a large initial 'W' and 'A'.

Dr. Wayne Scott Andersen  
*Executive Director, The Health Institute*  
*Medical Director, Take Shape for Life/Medifast*

# Setting Take Shape for Life in Motion in your Practice

Section

1

## Getting Started Checklist

Our goal is to help you set your Health Professional Practice in motion, using the tools included in this kit. We've included the materials and steps to take now, to help you and your patients make Optimal Health a Reality! To get started now, please:

- Review and complete the Independent Health Advisor Application & Agreement
- Sign and date the Application
- Review Compliance Materials:
  - Quick Start Guide (exam study material)
  - Take Shape for Life FAQs (exam study material)
  - Medifast Reference Manual
  - Lifestyles Patient Guide
- Complete Basic Competency Exam: Hard copy or Online
- Fill out your W-9 and Direct Deposit Form
- Return Application, W-9, Direct Deposit Form (with voided check), and Exam (hard copy) to Take Shape for Life, Inc. in the enclosed addressed envelope (you must do this to begin receiving compliance fees!)
- Set up your Health Professional website for patient access
- Review your marketing materials and display them in your office waiting room or lobby
- Review office protocol flow chart and outline
- Designate a “point person” in your office for developing supporting patients on program
- Be sure to have in stock:
  - Patient Evaluation/Profile Form
  - Physical Measurement/BMI Form
  - Consent Form
  - Product Order Forms

# Take Shape for Life Forms

Section

2

**THE FOLLOWING FORMS ARE CONTAINED IN SECTION 3:**

- Application
- W9
- Direct Deposit Form
- Health Professional Agreement

Please complete and sign these forms along with the exam answer sheet (section 4) and send to:

**Take Shape for Life, Inc.***11444 Cronhill Drive**Owings Mills, MD 21117*

**You must return these forms in order to begin receiving compliance fees.**

# Health Professional Agreement

CONGRATULATIONS on your decision to become a member of our Health Professional Division. We look forward to working with you in our mutual quest to improve quality of life.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Medical License Number: \_\_\_\_\_

As a member of the Take Shape for Life Health Professional Division I agree to:

1. Comply with all applicable state regulations and laws.
2. Provide all clinical services as they relate to Take Shape for Life and Medifast in an ethical manner as described in our Health Advisor agreement and the Physician's Manual.
3. Fairly and ethically represent Take Shape for Life, Medifast, and Jason Pharmaceuticals Inc.
4. Use Take Shape for Life and Medifast logos and trademarks following the company's guidelines.
5. I agree to provide medical supervision and protocol management of the Take Shape for Life weight management program to my patients and the compliance fee paid to me will be as a result for services rendered in oversight of this program.

\_\_\_\_\_  
Health Professional Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Take Shape For Life Medical Advisory Board (approved by)

\_\_\_\_\_  
Date

Return Agreement to: Take Shape for Life, Inc, 11444 Cronhill Dr, Owings Mills, MD 21117.

# *Exam Form & Answer Sheet*

Section

**3**

Please complete the following exam answer sheet and send with section 3 forms to:

**Take Shape for Life, Inc.**

*11444 Cronhill Drive*

*Owings Mills, MD 21117*

**You must return the exam answer sheet in order to begin receiving compliance fees.**

# History of Medifast and Take Shape for Life

Section

4

## History of Jason Pharmaceuticals

William Vitale, M.D, founded Jason Pharmaceuticals, Inc. in 1980. The Company's primary focus is the development, manufacture and distribution of Medifast Programs and Products. Medifast Products are manufactured to exacting specifications in our state-of-the-art production facility in Owings Mills, Maryland. Product labeling, quality, control, manufacturing processes and equipment are all subject to regulations and inspections mandated by the Food & Drug Administration (FDA), the Maryland State Department of Health and Hygiene and the Baltimore County Department of Health. Our plant strictly adheres to all cGMP practices and has proudly maintained its status as an "OU" (Orthodox Union) Kosher-approved facility since 1982.

Medifast combines physician-supervised weight loss programs with high quality nutritional supplements and multidisciplinary patient education programs. Over 15,000 physicians nationwide have used Medifast to treat more than 1,000,000 overweight patients. Medifast offers more than 50 years combined knowledge in our experienced and dedicated customer service and technical, nutritional support staff.

## Medifast Clinical Studies

Medifast has been clinically tested and proven to be a safe and effective means of weight loss.

- The Johns Hopkins University Bloomberg School of Public Health's Nutrition and Health Research Clinic: Multicenter Evaluation of Health Benefits and Weight Loss On the Medifast Weight Management Program

The purpose of the investigation was to evaluate the efficacy of a medically supervised, protein-supplemented, modified fasting program for weight reduction and to evaluate the impact of weight reduction on coexisting health problems. The center selected Medifast products (Medifast 55 and Medifast 70) to provide the protein and calorie requirements necessary for the study. Researchers conducted an investigation of randomly selected patient charts from Medifast clinics across the nation. The study was comprised of predominately white, middle-aged females who had completed the Medifast program.

The results of the study concluded that medically supervised, protein-sparing, modified fasts offer a safe and effective means of weight reduction and are accompanied by significant improvements in coexisting health problems. Of the samples taken, males lost an average of 67 pounds and females lost an average of 47 pounds during fasting. The study found significant reductions in systolic and diastolic blood pressure, total cholesterol and triglycerides, as well as the normalizing of blood pressure in hypertensive patients.

- The Johns Hopkins University Bloomberg School of Public Health's Nutrition and Health Research Clinic: Efficacy of Two Diet Plans Designed for People with Type 2 Diabetes on Weight and Health Measures



The Johns Hopkins University Bloomberg School of Public Health studied the efficacy of the Medifast Plus for Diabetics program, developed to help control the weight of Type II diabetes. The researchers randomized two groups of Type II diabetic volunteers: one group participated in the Medifast Plus for Diabetics modified meal replacement diet and the other group participated in a diet based on ADA nutrition guidelines. Both groups in the study shared the same guidance from the doctors, counselors and dietitians.

According to the results, dieters on Medifast lost twice as much weight after 34 weeks: an average of 16 pounds, compared to only 8 pounds on the ADA diet. The weight loss on Medifast resulted in significant reductions in blood glucose and insulin levels compared to pre-treatment values. Perhaps more importantly, significantly more individuals in the Medifast group were able to reduce their use of diabetes medications compared to those in the ADA diet group, and after 86-weeks, 36% of subjects on Medifast were off of their blood sugar medications, entirely.

- National Institutes of Health: Impaired Capacity to Lose Visceral Adipose Tissue During Weight Reduction in Obese Postmenopausal Women With the Trp64Arg  $\beta$ 3-Adrenoceptor Gene Variant

The study examined whether women on a weight-loss program who are carriers of a genetic variant (Trp64Arg) lose less visceral fat than women who do not have this gene. Participants entered a medically supervised weight-loss program aimed at reducing body weight to less than 120 percent of ideal value. Food was selected with dietitian supervision, with or without the inclusion of Medifast Meals. Results from the study showed that reductions in body weight, BMI, total fat mass and fat-free mass were not significantly different between carriers and non-carriers of the variant. Both groups experienced significant reductions in body weight (31.0 – 36.1 lbs.).

#### **PREMIER MEDIFAST PRACTITIONERS:**

**Dr. Wayne Scott Andersen, Co-Founder, Take Shape for Life**  
*Executive Director, The Health Institute*  
*Medical Director, Medifast and Take Shape for Life*

Dr. Andersen is a board certified Anesthesiologist and Critical Care Specialist. He served as Chairman of the Department of Anesthesiology and Director of Critical Care at a major teaching hospital in the Midwest. He graduated first in his class from medical school and helped pioneer the emerging subspecialty of intensive care medicine. "Observing the pivotal role nutrition plays in recovery from illness inspired me to redirect my focus into the preventative arena. I strongly believe education, tools and support are required to create long-term solutions to optimal nutritional health. Significant results fuel and motivate the individual to pursue a healthier lifestyle."

Take Shape for Life is the culmination of his belief in innovative nutritional intervention as essential in both health and disease management. An assembled team of like minded medical professionals provides access to a comprehensive program which assures long term solutions to great health. The combination of leading edge products and an infrastructure of trained health advisors rounds out a formula for success.

#### **Lawrence J. Cheskin, M.D.**

Dr. Cheskin is a board-certified gastroenterologist, weight management expert, and author of the top-selling book *Losing Weight For Good: Developing Your Personal Plan of Action*. He is director of the Johns Hopkins School of Medicine and the Johns Hopkins School of Hygiene and Public Health. The Johns Hopkins Weight Management Center conducts a very extensive program in which they use the Medifast Products with patients who are indicated for a modified fasting program.

**WHAT YOUR COLLEAGUES SAY ABOUT THE TAKE SHAPE FOR LIFE PROGRAM:**

“We run a conservative family practice and initially we were skeptical about the Take Shape for Life program. But after reviewing the research and meeting other local physicians experiencing success with their patients, we decided to test the water. A few months ago, my partner and I invited a handful of patients to try the meal replacements at an orientation meeting. We now have over 150 patients involved and we are very pleased with the results: our patients feel great, we see consistent weight loss and we have been able to reduce, and in some cases, eliminate their medications. Surprisingly this program has been easy to implement thanks to the tools and training provided. With only a few hours per week invested, we have added a very valuable health program for our patients, which is very profitable and self sustaining.”

– Dr. Williams, MD, *Hillcrest Internal Medicine - San Diego*

“I decided to try the program for myself because my cholesterol was at 267, an HDL/Cholesterol ratio of 4.9 and triglycerides at 179. In one month, I lost 18 lbs, my cholesterol had dropped to 185, my ratio was down to 4.0 and triglycerides to 119. Then, I began using it with my patients and have seen excellent results for them as well. I have over 250 people on the program and the referrals are still coming in.”

– Dr. Peter Lambrou, *Clinical Psychologist, Scripps - La Jolla*

“If you have overweight and obese patients who would be interested in a medically supervised weight loss program, I highly recommend Take Shape for Life Program featuring Medifast. I have incorporated it into my practice and now have over 100 patients on the program. I am seeing excellent results. (I personally have shed over 40 lbs. from the “spare tire” I was carrying around my waist!) The program is easy (no calorie counting), the products taste great, you don’t get hungry between meals, and it’s relatively inexpensive. The program has been extensively researched by Johns Hopkins University and found to be very safe and effective.

Several of my patients have been able to reduce their diabetic medications and even discontinue their antihypertensive and statin medications due to their weight loss. This is a very satisfying accomplishment both for the patient and the physician! I think you would find it very enjoyable and rewarding to become a provider with Take Shape for Life.”

– Gary L. Matson, D.O. *San Diego*

I am getting weight loss referrals from nearly every specialty. Seven local physicians have already become Health Advisors (one of which is a surgeon who has lost 40 lbs on the program and does Lap Bands!). Here are some examples:

“I have been trying to get this patient’s triglycerides down for so long, I can't believe it happened so quickly.”

– R.F. (*Family Practice*)

“I sent another one to you because I haven't been able to get her pressure down with anything.”

– G.S. (*Cardiology*)

“I told her she better listen to you, otherwise, if she stays at that weight, it will kill her.”

– B.W. (*Internist*)

“But most importantly is not what they are saying, but what they are doing... the Take Shape for Life Program, featuring Medifast products.”

– Joseph P. Pecoraro, MD FACS,  
*General Vascular Surgery  
Certified American Board of Surgery*

# Compliance Fees

Section

5

## COMPLIANCE FEES FOR HEALTH PROFESSIONAL DIVISION

Health Advisors who are licensed healthcare providers or medically credentialed are compensated in accordance with the requirements of the official Take Shape for Life Compensation Plan in effect, during the month revenues were generated.

These incomes are paid as “**compliance fees**” to healthcare professionals for counseling and supervision provided to patients to help them comply with the Medifast programs and protocols using Take Shape for Life/Medifast products.

### COMPLIANCE FEES ARE AS FOLLOWS:

All Health Advisors enrolled in the Health Professional Division will earn 20% of the retail price of commissionable Take Shape for Life products purchased by their clients as part of a Medifast weight management or disease management program.

- On orders of \$1,000 to \$2,999, you will earn 25% of the retail price
- On orders of \$3,000 to \$3,999, you will earn 27.5% of the retail price
- On orders of \$4,000 to \$4,999, you will earn 30% of the retail price
- On orders of \$5,000 to \$5,999, you will earn 32.5% of the retail price
- On orders of \$6,000 or more, you will earn 35% of the retail price

**Quarterly Consistency Bonuses:** Earn up to \$1000 quarterly bonus as an incentive to keep patients on the program long term. (A great incentive for support staff helping with the program.)

Average \$2000/mo. in personal sales for 3 consecutive months = *\$250 quarterly bonus*

Average \$4000/mo. in personal sales for 3 consecutive months = *\$500 quarterly bonus*

Average \$6000/mo. in personal sales for 3 consecutive months = *\$1000 quarterly bonus*

### ADDITIONAL COMPLIANCE FEES

Additional Compliance fees (“Leadership Bonuses”) are available to successful health professionals who take on the additional role of training and mentoring other providers using the Take Shape for Life program in their practice. If you would like to learn more or have questions, please contact your sponsoring Health Advisor or the Health Professional Division 877-270-5708 at Take Shape for Life.

**Please Note:** Health Professionals must complete and submit appropriate agreement forms to Take Shape for Life and be in compliance with the terms of the agreement to qualify for such payment.

# Take Shape for Life Office Protocol

## Section 6

### 1) IDENTIFY PATIENT:

- a) Discuss program during office visit or group session: (why you chose Take Shape for Life, benefits, structure, fees, expectations, etc.)

### 2) PATIENT INFORMATION:

- a) New Patient - Complete intake forms (Nutrition Evaluation forms, General Information and Medical History forms, etc.)
- b) Current Patient - Health Professional reviews/defers to, current file, updates if necessary and proceeds to EVALUATION

### 3) ASSESSMENT:

- a) **Health Professional or assistant** - measure & complete Physical Measurement form & record BMI
- b) **Health Professional** - Review intake forms and assign proper program & protocol
- c) **Take Before Picture** - We strongly recommend Polaroid or digital snapshots of patient be taken and keep in chart. (Successful “before and after” photos of patients can be displayed in an album, on a cork or bulletin board in reception area to inspire other patients)

### 4) PREPARE PATIENT:

- a) Patient reviews appropriate literature
- b) Have patient read and sign consent form (optional)
- c) Help patient complete order form (Recommend the variety pack for ease and maximum savings. Otherwise help with flavor selection, calculate supply needed – 20 boxes = 4 week supply on 5 and 1 / 24 boxes = 4 weeks on complete. Depending on selection and protocol, cost will vary (average range: \$70.00 to \$80.00 weekly.)

### 5) PROCESSING:

- a) Capture the order form, review and confirm completion
- b) Capture consent form, review and confirm completion
- c) Reschedule patient as directed by Health Professional
- d) Provide patient with the patient pack (includes Take Shape for Life Ordering Process Form, “Welcome” letter, support information etc.), enclose their brochure and any other necessary information

### 6) ENROLL PATIENT IN THE TAKE SHAPE FOR LIFE SYSTEM:

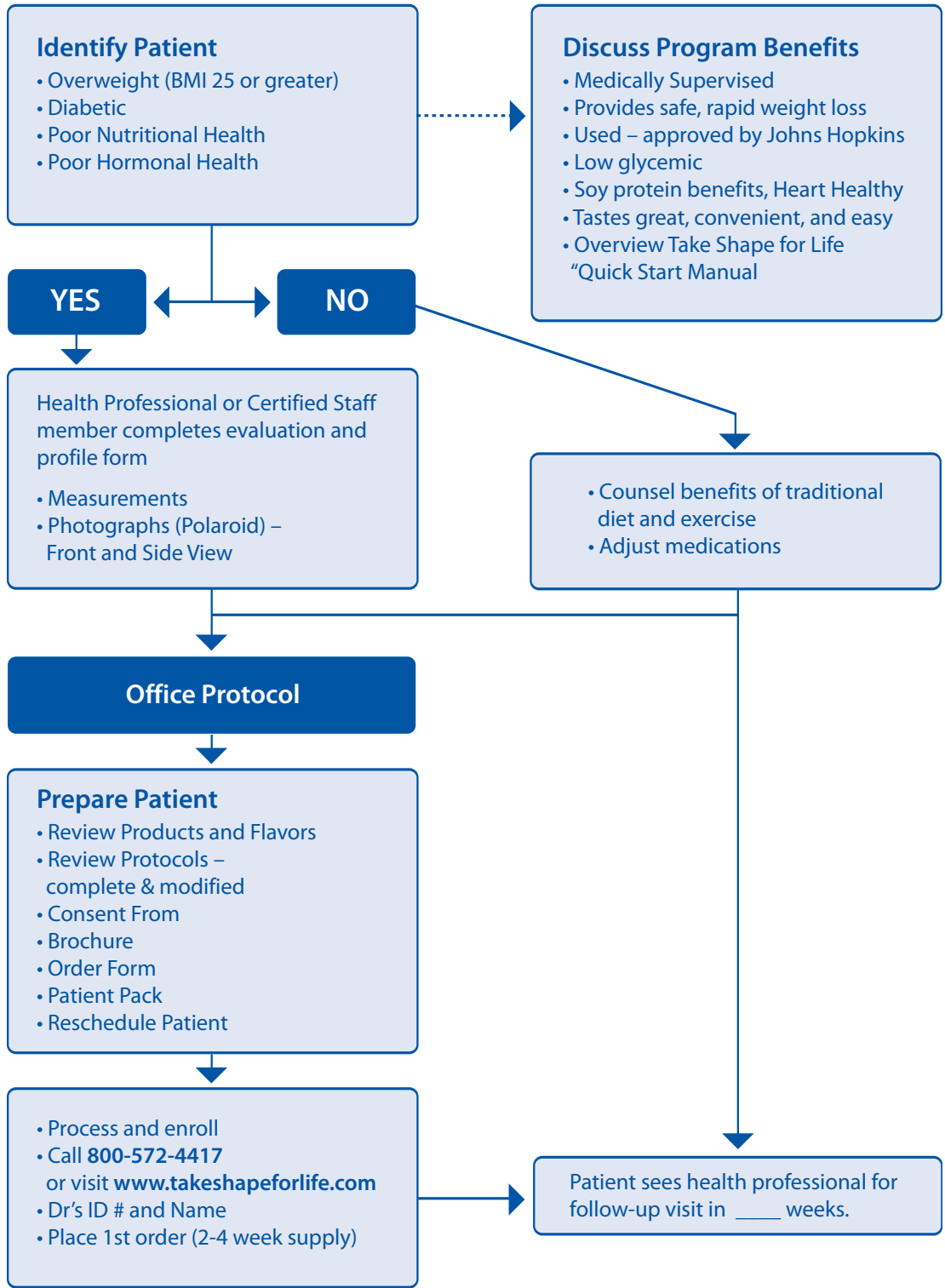
- a) **Appointed staff member** will call 1-800-572-4417 or go online to your co-branded Take Shape for Life website to set up patient account and place initial order.
- b) Information to have ready: Name of Health Professional, provider ID#, patient personal information, shipping address, order information and payment information. Please defer to the Profile and Take Shape for Life Order form to complete this process.
- c) Make note of Patient ID# (identifies patient in the system) in the Patient ID# Box
- d) Return forms to chart

### 7) FOLLOW UP:

- a) Activate a PATIENT PROGRESS NOTES form upon follow up visit
- b) Defer to PATIENT WEEKLY QUESTIONNAIRE to evaluate progress and address any concerns (if any)
- c) Answer questions and encourage patient
- d) During follow up visit teach patient how to re-order. Time this before they run out as shipping takes 3-5 business days for delivery.

# Process Flow Chart

Section  
**7**



# Understanding The Protocol Process

Section

8

## VIRTUAL CLINIC

When someone calls Take Shape for Life to place an order for Medifast products, they are speaking to a Virtual Clinic client representative. Our representatives are trained to take a patient/client/Health Advisor rapidly through the process of setting up an account and placing an order tailored to the individual's needs. The Take Shape for Life Virtual Clinic is available to take orders, answer questions, process credit cards, set up shipping and delivery and provide an easy repeat ordering process for the patient.

Additionally, our Virtual Clinic team leaders are physicians and nurses who monitor the medical protocols and are available to answer individual questions or provide support on weekly calls.

Virtual Clinic: **1-800-572-441**

## HEALTH ADVISOR DIVISION

Take Shape for Life *Health Advisors* are clients that have had their own personal experience with our program and have been trained by The Health Institute. They can help individuals by explaining how the various plans work, informing clients of available foods and flavor choices, and offering support and encouragement to participants in the program. We always recommend that clients consult with their personal physician through their journey to better health.

Virtual Clinic: **1-800-572-4417**

## HEALTH PROFESSIONAL SERVICES

A *contracted clinical physician and/or health professional in compliance* qualifies to profile and assign the proper program and protocol that best fits the goals and health of his or her patient. Health Professionals can explain how the various plans work, discuss available foods and flavor choices, and complete the process by prescribing a plan. Health Professionals can also capture customers' orders or place them online using the Take Shape for Life co-branded provider website.

When patients leave the Health Care Provider's office, they are eagerly awaiting the delivery of their Medifast order.

Health Professional Services: **1-877-270-5708**

# Patient Evaluation Form

Section

9



Date: \_\_\_\_\_

Name: \_\_\_\_\_ ID #: \_\_\_\_\_

## PATIENT INFORMATION

Sex:  M  F Height \_\_\_\_\_ Weight \_\_\_\_\_ DOB \_\_\_\_\_Exercise:  None  Moderate  DailyWeight Loss Goal:  0-15  16-50  50+Pregnant or Nursing:  Yes  No

## MEDICAL HISTORY

---



---



---

## MEDICATION

---



---



---

## OTHER

---



---



---

 Advisor Patient Referred by: Health Advisor Name: \_\_\_\_\_

Phone Numbers: \_\_\_\_\_

Note: If patient is under 300 lbs and their weight-loss goal is under 50 lbs and they do not have a significant medical history, or medications (i.e., Diuretics, heart medicines) pregnancy or significant nursing (greater than 30% of baby's calories) they are accepted in the low risk category and may proceed ordering.

If they wish to lose less than 15 lbs., Suggested Program is Take Shape

If they wish to lose more than 15 lbs., Suggested Program is as follows:

- Women with low or medium activity: Medifast 55
- Woman with high activity and all men: Medifast 70

# Patient Profile Form

Section

10

## Patient Profile

Patient Name: \_\_\_\_\_ Best Phone #: \_\_\_\_\_

Patient ID #: \_\_\_\_\_ Alternate #: \_\_\_\_\_

Address: \_\_\_\_\_ Best Time to Call: \_\_\_\_\_

City: \_\_\_\_\_ E-mail: \_\_\_\_\_

State: \_\_\_\_\_ Password: \_\_\_\_\_

Zip: \_\_\_\_\_ Occupation: \_\_\_\_\_

### BASIC PATIENT INFORMATION

Age \_\_\_\_\_ Sex \_\_\_\_\_

Height \_\_\_\_\_ Weight \_\_\_\_\_

Current BMI Index \_\_\_\_\_

Desired BMI Index \_\_\_\_\_



### WEIGHT LOSS GOALS

How much weight would you like to lose? \_\_\_\_\_ lbs.

Why do you want to lose weight? (I need 3 reasons)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

### BACKGROUND QUESTIONS

Have you tried other diets? \_\_\_\_\_

How did you do? \_\_\_\_\_

What do you find most difficult when losing weight? \_\_\_\_\_

Is your family aware that you are starting this program? \_\_\_\_\_

Can you count on them to be helpful and supportive? \_\_\_\_\_

Do you have supportive friends and/or co-workers? \_\_\_\_\_

Do you know of anyone who might want to start this program with you? \_\_\_\_\_

Can you eat every three hours? \_\_\_\_\_

On a scale of 1 to 10, how motivated are you to succeed? (10 = very motivated) \_\_\_\_\_



## Patient Profile

### HEALTH QUESTIONS

#### Overall Health:

On a scale of 1 to 10, how healthy do you feel? (10 = very healthy) \_\_\_\_\_

How many hours per day do you work? \_\_\_\_\_

On a scale of 1 to 10, how would you rate your stress level? (10 = very high) \_\_\_\_\_

How many hours of sleep do you get per night? \_\_\_\_\_

#### Physical Activity Level:

None \_\_\_\_\_

Moderate \_\_\_\_\_

Daily \_\_\_\_\_

#### Allergies:

Soy: \_\_\_\_\_

Other: \_\_\_\_\_

#### Medications: (For a detailed list, refer to “Patient Profile Reference” document)

Are there any medications you are taking that you want to tell me about?

Diuretics (“water pills”)       Blood Sugar Lowering Medications (i.e. insulin, oral hypoglycemics)

Blood Thinners       Lithium

Steroids       Other: \_\_\_\_\_

#### Medical Conditions: (For a detailed list, refer to “Patient Profile Reference” document)

Do you have any medical conditions that you want to tell me about?

High Blood Pressure       Heart Disease

Seizures       Thyroid Disease

Type I Diabetes       Pregnant or Breast Feeding

Type II Diabetes       Other: \_\_\_\_\_

Is there anything else you would like to share that may help me to help you get started?

---

---

*\* Please note: all information collected on the Client Profile form cannot be stored electronically or shared, unless you are a HIPAA-compliant Health Care provider.*

## Patient Profile Reference

**Nutrition Support Line:** .....877-270-5704

**Nurse Support Call (Monday 8:30pm-9:00 pm Eastern):** .....646-519-5860 pin 0971#

**Doctor's Support Call (Wednesday 8:30pm-9:00 pm Eastern):** .....646-519-5860 pin 0971#

**Maintenance Support Call (Wednesday 8:00pm-8:30 pm Eastern):** ..512-255-9427 pin 77421 #

### MEDICAL HISTORY

**Acute Conditions:** If your client has any of the following conditions, he or she may use as Medifast Meals as healthy supplements to enhance his/her diet. However, clients with these conditions should not go on the 5 & 1 Plan at this time.

- Myocardial Infarction (MI) within previous 3 months (unless cleared by a cardiologist)
- Recent or recurrent CVAs and/or TIAs (Stroke)
- Unstable angina
- Severe liver disease (need low protein diet)
- Severe kidney disease (need low protein diet)
- Active peptic ulcer disease
- Active cancers
- Active thrombophlebitis (DVT/PE within 3 months)
- Pregnancy or lactation
- Bulimia Nervosa
- Severe psychiatric disturbance (history of major depression and suicide attempts)
- Chronic use of corticosteroid therapy >20 mg/day (i.e. prednizone)
- Chronic use of illicit drugs, addiction, alcoholism, or substance abuse

**Chronic Conditions:** If your client has the following conditions, please refer to the following pages for specific protocols to follow. We suggest that if your client has any concerns about starting the program he or she should consult with his/her physician. Additionally, as your client loses weight, he or she should make regular doctor's visits because medications will probably need to be adjusted as your client's weight lowers and overall health improves.

- High Blood Pressure
- Any Heart Disease
- Thyroid Disease
- Peptic (Stomach) Ulcers
- Chronic Renal Failure or any Kidney Disease (not including kidney stones)
- Diabetes Type I
- Diabetes Type II
- Pregnant or Breast-feeding
- Morbid Obesity (200 – 250% of desired weight)
- Multiple Sclerosis (MS)
- Taking Lithium
- Age over 70 or under 17
- Seizures
- Taking Diuretics (HCTZ, hydrochlorothiazide, aldactazide, zaroxolyn, hydrodiuril, lasix)

## Patient Profile Reference

**PROTOCOL SUGGESTIONS** - should discuss with physician before beginning any program.

- \_\_\_ **High Blood Pressure:** Any protocol is okay. Suggest that as they lose weight, their prescriptions may need adjusting.
- \_\_\_ **Any Heart Disease/Heart Attack:** Heart attack must be at least 3 months old. Use 5 & 1 Plan (55 or 70).
- \_\_\_ **Thyroid Disease:** Any protocol is okay. Suggest their medication be taken one hour before ingesting meal replacement supplement.
- \_\_\_ **Peptic (Stomach) Ulcers:** If ulcer is active, use (55 or 70). If history of an ulcer, any program protocol is okay.
- \_\_\_ **Chronic Renal Failure or any Kidney Disease:** If your client is on dialysis, they cannot be assigned any program, but they can use 1 or 2 supplements per day for a healthy supplement if approved by physician.
- \_\_\_ **Diabetes Type I – Insulin Dependent:** Medifast Plus for Diabetics program for nutritional snacks only. Clients cannot go on 5 & 1 Plan, but may use as healthy snacks to help stabilize blood sugar. Doctor will need to monitor blood sugar and adjust insulin dose accordingly.
- \_\_\_ **Diabetes Type II – Oral Hypoglycemics and/or Insulin:** Medifast Plus for Diabetics program or the 5 & 1 Plan (55 or 70). Doctor will need to monitor blood sugar and adjust insulin dose accordingly. Must read Diabetic Handbook and follow sample meal plan.
- \_\_\_ **Pregnant or Breast-feeding:** Cannot be assigned a program for calorie reduction. Can use the products as nutritional supplements. Pregnant women should check with their OB/GYN because of the extra vitamins and minerals in products, if they are already taking prenatal formulas.
- \_\_\_ **Morbid Obesity:** Suggest 5 & 1 Plan with adding an extra shake if necessary. Any program protocol is okay.
- \_\_\_ **Multiple Sclerosis (MS):** Use the 5 & 1 70 Plan. Do not assign Medifast 55.
- \_\_\_ **Taking Lithium:** Can use as a healthy meal replacement only. A physician must closely monitor them if they want to follow the 5 & 1 Plan. Note: the 5 & 1 Plan could cause severe electrolyte imbalance with this drug.
- \_\_\_ **Age over 70:** We suggest the 5 & 1 Plan (55 or 70) with and additional 200 to 300 calories (for a daily total up to 1200 calories.) Medifast Plus products are okay.
- \_\_\_ **Age under 17:** Your client can only use the products as healthy snacks. You cannot put them on a calorie restricted, but they can purchase the Medifast 70 products and use up to 3 per day.
- \_\_\_ **Seizures:** If actively on seizure medication, the client must consume 1200 calories per day. If the patient is on a 5 & 1 Plan 55 or 70, make sure they consume extra supplements or low-carbohydrate foods to have a daily caloric intake of 1200 calories
- \_\_\_ **Taking Diuretics:** Any program protocol is okay. Suggest they work with their physicians to “wean” themselves off the diuretic as needed.

# Profile Form

## Physician Information

Physician Name: \_\_\_\_\_ Date: \_\_\_\_\_

Physician ID #: \_\_\_\_\_

## Patient Information

Patient Name: \_\_\_\_\_

Telephone #: \_\_\_\_\_

Address: \_\_\_\_\_

**PROFILED BY:**  Physician/Health Care Professional  T.S.F.L.

**PROTOCOL APPROVAL:**  Modified  Complete

### PRESCRIPTION:

- 55     70     Plus for Diabetics     Take Shape  
 Plus with Citrimax     Plus for Joint     Plus for Women's Health  
 Plus for Coronary Health     Other \_\_\_\_\_



Health Advisor (If Applicable): \_\_\_\_\_

Name: \_\_\_\_\_

ID #: \_\_\_\_\_

**TSFL Doctors Line: 1-866-200-6714**

Patient ID #: \_\_\_\_\_

# Which Medifast Plan is Best for Your Patients?

## Section 11

Depending on the current weight, social needs and other specific concerns of your patients, you'll want to select the Medifast plan that will best help them meet their goals. All of the following options will bring significant progress:

### MEDIFAST BASIC SUPPLEMENTS

Use these guidelines to determine which product is right for your patients

<i>Medifast 55</i>	<ul style="list-style-type: none"> <li>• Females with 15 lbs or more to lose</li> <li>• Due to the slightly lower protein content, this product is not recommended for males</li> </ul> <p><i>May be used as a complete meal replacement or modified plan</i></p>
<i>Medifast 70</i>	<ul style="list-style-type: none"> <li>• Males with 15 lbs or more to lose</li> <li>• Females who are very active or have a physically demanding job</li> <li>• Females who fight hunger or fatigue when using Medifast 55</li> </ul> <p><i>May be used as a complete meal replacement or modified plan</i></p>
<i>Medifast Plus for Appetite Suppression</i>	<ul style="list-style-type: none"> <li>• Men and women who want to lose 15 lbs or more</li> <li>• Men and women who have difficulty controlling their appetite</li> </ul> <p><i>May be used as a complete meal replacement or modified plan, or in conjunction with Medifast 55 and 70</i></p>
<i>Medifast Plus for Diabetics</i>	<ul style="list-style-type: none"> <li>• Men and women with Type 2 diabetes</li> <li>• Diabetic patients who want to lose a moderate amount of weight</li> <li>• Diabetic patients who want a more nutritious meal</li> <li>• Type 1 diabetics may use for nutritional purposes</li> </ul> <p><i>Used as a modified plan, meal replacement, or snack (1 – 4 times daily)</i></p>
<i>Medifast Plus for Joint Health</i>	<ul style="list-style-type: none"> <li>• Men and women who suffer from arthritis or joint damage</li> </ul> <p><i>Used as a part of a Medifast weight loss plan, or for general nutrition, 1 – 3 times daily do not use product solely as a complete or modified fasting plan</i></p>
<i>Medifast Plus for Women's Health</i>	<ul style="list-style-type: none"> <li>• Women suffering with symptoms of menopause</li> <li>• Women with diabetes should consult their physician before using this product</li> </ul> <p><i>Used as a part of a Medifast weight loss plan, or for general nutrition, 1 – 3 times daily do not use product solely as a complete or modified fasting plan</i></p>
<i>Medifast Plus for Coronary Health</i>	<ul style="list-style-type: none"> <li>• For patients who are at risk for or have a history of high cholesterol, heart disease, and heart attacks</li> <li>• Not recommended for men and women with diabetes</li> </ul> <p><i>Used as a part of a Medifast weight loss plan, or for general nutrition, 1 – 3 times daily do not use product solely as a complete or modified fasting plan</i></p>

## Complete Meal Replacement or Modified Plan?

You may recommend Medifast as a complete program (no regular food) or as a modified plan that includes one small meal a day. Use the following recommendations to help you decide which option is best for your patients. Be sure to follow the instructions for each specific Medifast product.

COMPLETE PROGRAM	MODIFIED PROGRAM
<ul style="list-style-type: none"> <li>• Recommended if your patients have a lot of weight to lose or prefer avoiding all food choices</li> <li>• Requires 5–6 Medifast supplements per day</li> <li>• No regular food</li> <li>• Under direction of a physician</li> </ul>	<ul style="list-style-type: none"> <li>• Recommended if patients' family or social needs make it difficult to avoid all food</li> <li>• Also recommended if patients have less than 25 lbs to lose or they have limiting medical conditions that require a higher calorie intake</li> <li>• Requires 4 or 5 Medifast supplements a day plus a daily small meal consisting of a serving of lean meat along with a green salad or cooked vegetables</li> <li>• Always recommended for diabetic patients</li> </ul>

## Looking to Get in Shape?

Check out the exciting Sports Nutrition and Weight Management products that Medifast offers.

<p><i>Take Shape Weight Maintenance</i></p>	<ul style="list-style-type: none"> <li>• Men and women with 15 lbs or less to lose</li> <li>• Weight maintenance and general nutrition</li> </ul> <p><i>Use 1 – 3 supplements daily in addition to meal plan</i></p>
<p><i>Take Shape Women's Sports Drink</i></p>	<ul style="list-style-type: none"> <li>• Weight maintenance, energy, and general nutrition</li> <li>• Used to replace a meal or as a snack</li> </ul> <p><i>Use a maximum of 3 supplements per day</i></p>
<p><i>Take Shape Men's Bio-Engineered Food</i></p>	<ul style="list-style-type: none"> <li>• Weight maintenance, energy, and general nutrition</li> <li>• Used to replace a meal or as a snack</li> </ul> <p><i>Use a maximum of 3 supplements per day</i></p>

# Medifast: A Weight-Loss Plan That Works!

## WHO IS MEDIFAST FOR?

The Medifast program uses a high-protein food supplement to help patients lose weight faster and more easily than ever before. Medifast is an especially good choice if patients:

- Feel overwhelmed because they have a lot of weight to lose
- Are stuck and can't seem to lose weight on other plans
- Struggle with losing weight due to medical problems or limited mobility

## HOW DOES IT WORK?

The Medifast plan is based on the principles of a very low-calorie diet, or VLCD. As the name implies, this type of diet plan (usually between 500 to 800 calories a day) creates a significant gap between the calories patients take in and the amount their body requires. VLCD's are carefully designed to assure adequate levels of protein while restricting the amount of carbohydrates.

## FAST, CONSISTENT WEIGHT LOSS

The Medifast plan brings rapid weight loss, usually averaging between 3 to 5 pounds a week. Most participants feel great, have no hunger and stay highly motivated due to the quick results. The variety of flavors, as well as hot soups, supplement bars, oatmeal, and chili, make it easy to stay on the plan.

## IS IT SAFE?

Absolutely! Medifast is a high-quality food product made primarily from soy, along with a significant amount of added vitamins and minerals. For most people, Medifast provides structure and simplicity while meeting all of the body's essential nutritional needs.

Most people do not experience any medical problems related to being on the program. In fact, Medifast can safely be used by individuals with high cholesterol or triglyceride levels, high blood pressure or adult-onset diabetes, including those who are insulin dependent.

## NEED TO CHANGE PRODUCTS?

If you want to switch your patients to another plan, simply order the products they need, then shift to the new program as soon as the products arrive. Save the current supply of products for them to use as part of a maintenance plan.

## VISITING THE DOCTOR

Medifast patients are strongly encouraged to see their physician before starting a Medifast weight loss program. If your patients have diabetes, heart disease, or a complicated medical history, you should evaluate their medical needs as well as dosage requirements for medication.

We recommend the following guidelines for medical monitoring while patients are on Medifast:

Initial Visit	Follow-up Visits <i>(every one to three months)</i>
<ul style="list-style-type: none"> <li>• General history and physical exam</li> <li>• CBC, Chem. Panel, Lipid profile, TSH</li> <li>• EKG (for patients &gt;40 years old)</li> </ul>	<ul style="list-style-type: none"> <li>• Lab: CBC, Chem. Panel</li> <li>• Monitor any symptoms or lab changes</li> </ul>

## ADJUSTING MEDICATIONS

Most prescription medications will not interfere with a complete program. Medifast meal replacement supplements are actually food, so drug interactions are not likely. However, as patients lose weight, medication doses may need to be adjusted. Here are a couple of specific guidelines:

## DIABETES MEDICATIONS

- **Oral diabetes agents** – Advise your patients to check their blood sugar at least 2 – 3 times daily, especially at the beginning of the Medifast program. Medifast recommends that you reduce or possibly discontinue their oral medications if their blood sugar levels fall below the range you specify. Medifast products provide a lower intake of calories and carbohydrates than their current diets.
- **Insulin** – Prior to beginning the program, Medifast recommends that all patients consult with their physician about insulin dosages. Blood sugar testing should be performed several times throughout the day. As your patients' blood sugar level drops, they should continue consulting with you about their insulin requirements.
- *All patients are advised to check with their doctor before making any changes to their diabetes medications*

## BLOOD PRESSURE MEDICATIONS

If your patient is taking blood-pressure medication, you may be able to decrease their dose or eliminate them taking it, at least during the time they are on Medifast. Have your patient watch for any of these symptoms that can indicate that their medication dose needs to be adjusted: feeling tired, weak or “washed out,” legs feeling rubbery or weak, headaches, feeling dizzy or light-headed, or becoming more fatigued after several weeks of feeling great.

## WHO SHOULD NOT DO MEDIFAST?

The Medifast Program is **NOT** recommended for people with the following:

- History of stroke, unstable angina
- Steroid need greater than 20 mg. prednisone/day
- Juvenile-onset or brittle diabetes
- Recent psychiatric history or suicidal attempts
- Active thrombophlebitis
- Heart attack within previous three months
- Recent bleeding peptic ulcer
- Uncompensated kidney or liver disease
- Pregnancy or breast feeding

## Medifast Customers Over 65

Maintaining a healthy weight is beneficial for people of all ages. Everyone needs to obtain a healthy weight to live life to its fullest. The Medifast program helps their customers reach their healthy weight. As a person grows older, it is imperative that they remain healthy as they lose their weight. This is why Medifast has set up some guidelines for customers over the age of 65.

- **Do not** use the complete program
- Maintain a minimum of 1200 Calories a day while on the program.
- Use Medifast Products (Shakes, Bars, Soups, Oatmeal, Chili, etc.) in addition to a meal plan which includes protein and salad or vegetables



# *Take Shape for Life* *Welcome Letters*

Section  
**12**

## Take Shape for Life Welcome Letters and Consent Form

Following are three sample letters to send to patients, based on the program selected for them. These letters include all of the information to get your patients started on their plan. We've also provided you with a Consent Form to use at your discretion with patients (optional – for your records only).

- Medifast 55 Welcome Letter**
  - Medifast 70 Welcome Letter**
  - Medifast Plus for Diabetics Welcome Letter**
- 
- Consent Form to Begin the Take Shape for Life Weight Management Program**

# Medifast 55 Welcome Letter

YOUR PHYSICIAN/HEALTH PROFESSIONAL has recommended the MEDIFAST 55 program, which is specifically designed for women who would like to lose 15 pounds or more.

## AS YOU BEGIN:

1. Read the *“Quick Start Guide”* to be clear on how to start your program. If you did not receive one with your order, please contact Take Shape for Life at 1-800-572-4417.
2. We suggest you prepare your household for your healthy journey. Clean out the pantry of any tempting food items. Talk to your family and friends about the exciting program you are beginning and the support you may need.
3. Plan to keep busy. This is a great time to revisit old hobbies, start new ones or take on that project you have been putting off.
4. If you have not ordered one or both of the guidebooks, *“Success in a Shaker Jar”* and *“Lifestyles”*, we recommend that you do so to obtain instructions in executing your program successfully. You will find that they also provide good support as you progress through the stages of the Medifast plan and transition to optimal health.
5. Inquire about the *BeSlim™ Club* when placing your next order. This program makes ordering products easier than ever, ensures timely delivery, and saves you money!

## MEDIFAST AND MEDICATIONS:

If you are taking medication for diabetes, heart disease or other medical problems, we recommend that you consult regularly with your physician. Most medications will not interfere with your program. However, as you lose weight, dosages may need to be adjusted. Schedule follow-up visits so appropriate adjustments can be made under medical supervision.

## MEDIFAST 55

**Complete Plan:** Consume 6 Medifast Meals per day. Food outside of the Medifast products is prohibited. If you experience hunger, you may have an additional shake.

**Recommended 5 and 1 Plan:** Consume 5 Medifast Meals per day plus 1 healthy meal (see the Quick Start Guide for Acceptable Meal Preparations).

- Start your morning on the right track! Attempt to have your first supplement within 30 minutes of waking.
- We suggest spacing your supplements no more than 3 hours apart. This will help eliminate hunger, properly fuel your body, and maximize your weight loss.
- Consume 3 shakes daily for adequate vitamins and minerals.
- Drink at least eight 8-10 oz. glasses of water daily.

As an important client of Take Shape for Life, you now have access to a team of health professionals, support calls, support meetings and local health advisors. Ask your Physician/Health Professional or call **Take Shape for Life at 1-800-572-4417**.

**To Place an Order:** Call 1-800-572-4417 or visit [www.takeshapeforlife.com](http://www.takeshapeforlife.com).

Physician/Health Professional Name: \_\_\_\_\_

Physician/Health Professional ID Number: \_\_\_\_\_

Your Patient ID Number: \_\_\_\_\_

# Medifast 70 Welcome Letter

YOUR PHYSICIAN/HEALTH PROFESSIONAL has recommended the MEDIFAST 70 program, which is specifically designed for men who would like to lose 15 pounds or more.

## AS YOU BEGIN:

1. Read the *“Quick Start Guide”* to be clear on how to start your program. If you did not receive one with your order, please contact Take Shape for Life at 1-800-572-4417.
2. We suggest you prepare your household for your healthy journey. Clean out the pantry of any tempting food items. Talk to your family and friends about the exciting program you are beginning and the support you may need.
3. Plan to keep busy. This is a great time to revisit old hobbies, start new ones or take on that project you have been putting off.
4. If you have not ordered one or both of the guidebooks, *“Success in a Shaker Jar”* and *“Lifestyles”*, we recommend that you do so to obtain instructions in executing your program successfully. You will find that they also provide good support as you progress through the stages of the Medifast plan and transition to optimal health.
5. Inquire about the *BeSlim™ Club* when placing your next order. This program makes ordering products easier than ever, ensures timely delivery, and saves you money!

## MEDIFAST AND MEDICATIONS:

If you are taking medication for diabetes, heart disease or other medical problems, we recommend that you consult regularly with your physician. Most medications will not interfere with your program. However, as you lose weight, dosages may need to be adjusted. Schedule follow-up visits so appropriate adjustments can be made under medical supervision.

## MEDIFAST 70

**Complete Plan:** Consume 6 Medifast Meals per day. Food outside of the Medifast products is prohibited. If you experience hunger, you may have an additional shake.

**Recommended 5 and 1 Plan:** Consume 5 Medifast Meals per day plus 1 healthy meal (see the Quick Start Guide for Acceptable Meal Preparations).

- Start your morning on the right track! Attempt to have your first supplement within 30 minutes of waking.
- We suggest spacing your supplements no more than 3 hours apart. This will help eliminate hunger, properly fuel your body, and maximize your weight loss.
- Consume 3 shakes daily for adequate vitamins and minerals.
- Drink at least eight 8-10 oz. glasses of water daily.

As an important client of Take Shape for Life, you now have access to a team of health professionals, support calls, support meetings and local health advisors. Ask your Physician/Health Professional or call **Take Shape for Life at 1-800-572-4417**.

**To Place an Order:** Call 1-866-200-6714 or visit [www.takeshapeforlife.com](http://www.takeshapeforlife.com).

Physician/Health Professional Name: \_\_\_\_\_

Physician/Health Professional ID Number: \_\_\_\_\_

Your Patient ID Number: \_\_\_\_\_

# Medifast Diabetes Welcome Letter

Your Physician/Health Professional has recommended the **Medifast Plus for Diabetics** program, which is specifically designed for patients with Diabetes.

## AS YOU BEGIN:

1. Read the *“Quick Start Guide”* to be clear on how to start your program. If you did not receive one with your order, please contact Take Shape for Life at 1-800-572-4417.
2. We suggest you prepare your household for your healthy journey. Clean out the pantry of any tempting food items. Talk to your family and friends about the exciting program you are beginning and the support you may need.
3. Plan to keep busy. This is a great time to revisit old hobbies, start new ones or take on that project you have been putting off.
4. If you have not ordered one or both of the guidebooks, *“Success in a Shaker Jar”* and *“Lifestyles”*, we recommend that you do so to obtain instructions in executing your program successfully. You will find that they also provide good support as you progress through the stages of the Medifast plan and transition to optimal health.
5. Inquire about the *BeSlim™ Club* when placing your next order. This program makes ordering products easier than ever, ensures timely delivery, and saves you money!

## MEDIFAST AND MEDICATIONS:

If you are taking medication for diabetes, heart disease or other medical problems, we recommend that you consult regularly with your physician. Most medications will not interfere with your program. However, as you lose weight, dosages may need to be adjusted. Schedule follow-up visits so appropriate adjustments can be made under medical supervision.

## MEDIFAST PLUS FOR DIABETICS

**For Weight Loss (For Type II Diabetics only):** Consume 5 shakes per day and a meal consisting of a lean meat and a salad or vegetable. You may substitute other products that are formulated for Diabetics up to 3 times daily replacing a shake. Please see the 7-Day sample menus for weight loss located in your Quick Start Handbook.

**For Healthy Nutrition:** Consume 1 to 5 Medifast Plus for Diabetics supplements daily in addition to healthy meals. Please see the 7-Day sample menu for Nutrition & Weight Maintenance located in your Quick Start Handbook.

- Start your morning on the right track! Attempt to have your first supplement within 30 minutes of waking.
- We suggest spacing your supplements no more than 3 hours apart. This will help eliminate hunger, properly fuel your body, and maximize your weight loss.
- Consume 3 shakes daily for adequate vitamins and minerals.
- Drink at least eight 8-10 oz. glasses of water daily.

As an important client of Take Shape for Life, you now have access to a team of health professionals, support calls, support meetings and local health advisors. Ask your Physician/Health Professional or call **Take Shape for Life** at 1-800-572-4417.

**To Place an Order:** Call 1-800-572-4417 or visit [www.takeshapeforlife.com](http://www.takeshapeforlife.com).

Physician/Health Professional Name: \_\_\_\_\_

Physician/Health Professional ID Number: \_\_\_\_\_

Your Patient ID Number: \_\_\_\_\_

# Consent Form

## Consent Form to Begin the Take Shape for Life Weight Management Program

The Take Shape for Life Weight Management Program is a comprehensive menu that is designed to help people improve their health. It ranges from meal supplements to our medically supervised modified Very-Low-Calorie Diet (VLCD) that consists of specially formulated Medifast nutritional supplements providing calories, protein, carbohydrates, vitamins and minerals. If you are on the fasting Medifast 55/70/Plus protocols, your weight loss should be monitored with laboratory and medical tests, in addition to direct medical supervision. Regular primary physician visits are suggested. The Take Shape for Life Weight Management Program is designed to help you learn about proper nutrition, exercise, and behavior modifications. If you are not on the full fasting programs and you are consuming greater than 1200 Calories, supervision is optional, but still recommended.

### **BENEFITS**

During the Take Shape for Life Weight Management Program, quick weight reduction occurs under medically controlled conditions that reduce the potential risks of VLCD's. Equally important, you will be afforded the opportunity to learn new behaviors and eating patterns designed to enhance long-term weight control.

### **ALTERNATIVE THERAPIES**

There are many ways to lose weight, including calories restriction by modification of current eating patterns, surgery, significant increases in exercise, hypnosis, individual counseling and various group programs.

### **POSSIBLE SIDE EFFECTS**

As with any form of medical treatments, side effects may occur. They are usually mild and transitory and generally occur in the first several weeks of treatment. These possible side effects include, lightheadedness, dizziness, fatigue, headache, mild cold intolerance, brittle nails, temporary hair thinning, diarrhea, constipation, hunger, and nausea. Increased fertility has also been described during fasting.

### **RISK AND COMPLICATIONS**

A VLCD is a medical treatment. Therefore, it may be important to maintain close medical monitoring during the Program. Any medical treatment entails certain risks. While most adverse side effects are uncommon, it is important to be aware of them. Supervision by a qualified medical practitioner, in conjunction with your primary care physician is required to prevent serious problems or identify them at any early stage. Such risks include gallstones, phlebitis of the leg veins, gout attack, and inflammation of the pancreas. Patients with known heart disease or heart rhythm disturbances may be at increased risk. We welcome any questions you may have regarding this information.

---

I affirm that I have read and understand the above information and that my questions have been satisfactorily answered. I voluntarily consent to participating in the Take Shape for Life Weight Management Program. I assume full responsibility for consulting with my primary care physician on any health care issues pertaining to this Take Shape for Life Weight Management Program.

Signed \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_

Witness \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Fax Back to: \_\_\_\_\_

# Ordering Process

## Section 13

### REORDER SHEET

#### THERE ARE 3 EASY WAYS TO REORDER:

When you first signed up with Take Shape for Life, an account and client ID# was assigned.

To reorder, please have the following information available:

- a) Your Take Shape for Life Client ID Number (ask the call center to look you up by first and last name or the name of your Health Advisor/Physician)
- b) Always inquire about any monthly product specials (also see BeSlim™ Club below)
- c) Food selections and amount to be ordered (20 boxes = 4 week supply on “5 and 1” plan)
- d) Credit Card/Payment information
- e) Shipping address

#### OPTION #1 TO ORDER BY PHONE - Call 1-800-572-4417 to speak to a Client Representative

Hours of Operation:

Monday-Friday 8:00 AM - 10:00 PM Eastern Time

Saturday 10:00 AM - 6:00 PM Eastern Time

Sunday 12:00 PM - 6:00 PM Eastern Time

#### OPTION #2 TO ORDER ONLINE - Go to your Health Advisor/Physician Website

www.\_\_\_\_\_.tsfl.com

Click on “Shop” then enter your client ID# and password. This will give you access to the shopping cart where you can pick your selections and place your order. NOTE: If you did not request a password try the default (your last 4 digits of daytime phone number) or click on “Forgot Password” and it will be emailed to you.

#### OPTION #3 TO ORDER BY FAX - Complete the 2 page Take Shape for Life Order Form and Fax to: (410) 581-8044

#### BeSlim™ Club - (Save between 5-12% on autoship orders)

Take Shape for Life offers clients a great incentive to save money during the weight loss and maintenance phase by joining the BeSlim™ Club. By simply committing to the BeSlim™ philosophy and setting up an autoship order of \$75 or more, you will receive 5% off the total cost of orders during the first three months, 8% off during months four through six, and 12% off from the seventh month onward! You are in control. You can cancel anytime; you can choose from any Medifast products and change your order by calling two days prior to your selected shipping date.

To participate, simply call your Health Advisor or call Take Shape for Life at 1-800-572-4417

## *Suggestions for Obtaining New Take Shape for Life Patients*

Section  
**14**

- **Send a letter to physicians in your area** informing them that you are offering the Medifast Program.
- **Leave a photo album** of successful “before and after” Medifast patients in your reception area. You might also display on a bulletin board in your waiting area pictures in various stages of weight loss.
- **Place an ad** for your practice in your local Yellow Pages Directory.
- **Mail a letter** containing information on health and nutrition along with a Patient Newsletter or a postcard to your patient base.
- **Place Take Shape for Life literature**, including in-office brochures and newsletters in your exam and waiting rooms.
- **Dedicate a section of your practice newsletter** to Take Shape for Life. Discuss successful patients, your program, etc.
- **Conduct an “Open House”** or “health awareness night” for your patients. Discuss some of the products/services that you offer. Consider offering blood pressure checks, nutrition assessments, stress test analyses, etc. Display Medifast Products and Program Materials and offer product samples.
- **Participate in local health fairs** or other community events. Consider offering free body fat analyses, nutrition assessments, etc. Display Medifast Program literature and invite interested individuals to sign up for a chance to win a free 4-week Variety package.
- **Contact your sponsoring Health Advisor** to help you and your staff implement these proven marketing ideas.