



5 RED FLAGS

That signal a weight
management solution isn't a
good fit for your population



More than 50% of weight-loss programs lose half of their members within 3 months. **Check out page 5 to learn why.**

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1

Weight loss is centered around restrictions that lead to weight regain.

Banning foods that people love may initially drive weight-loss results, but it isn't a sustainable strategy. **When programs make certain food off limits, rank foods in order of good to off-limits, or have a strict calorie-counting regimen, meals become something to be analyzed rather than enjoyed.**

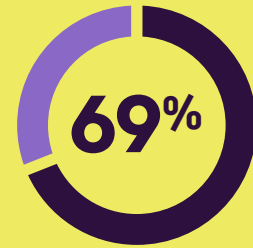
Look for a weight management program that teaches participants how to build healthy habits using the science of behavioral change. Programs that teach mindful eating can help participants learn how to truly enjoy their food by focusing on fullness and flavor—without giving up the foods that they love. When people learn skills that fit their lifestyle, such as how to enjoy a meal out with friends in a healthy way, they can achieve long-lasting, sustainable results.

Employer Takeaway:

Fad diets create boomerang claims, not lasting results. To make the greatest impact with long-term results, look for a partner that teaches skills people can use in the real world, such as how to listen to hunger cues and avoid distracted eating or how to break the cycle of thinking of food as a reward such as listening to hunger cues, avoiding distracted eating, or how to break the cycle of thinking of food as a reward. These types of skills can lead to years of better health, helping your employees feel their best and boosting your company's bottom line.



Why Restrictive Diets Don't Work



of people in weight loss programs want "something they can maintain"¹



of dieters regain the weight they lost²



2

Exercise is viewed as a penalty.

When exercise is framed as a way to earn the right to eat certain foods, it creates an unhealthy relationship with food. Equating so many minutes of exercise or the ticket to enjoying a favorite food takes away the enjoyment of both the activity and the food. Likewise, if people are taught that only certain types of exercise or specific routines achieve results, exercise becomes restrictive rather than energizing.

48% of those surveyed in our latest study believe that exercise is the biggest contributor to losing weight, but research shows it takes a tremendous amount of physical activity to create enough of a calorie deficit to drive weight loss. However, physical activity is the number-one success factor for weight maintenance. Regular physical activity also has tremendous clinical and mental health benefits. It reduces the risk of diabetes, heart disease, and high blood pressure. And those with a more active lifestyle have enhanced energy, mood, and sleep and report less stress.

Employer Takeaway

Find a program that encourages both increased physical activity as well as exercise. There are dozens of ways to move without depending on a gym or special equipment. Encourage participants to look beyond burning calories and to see how exercise can provide more energy, strength, and stamina to enjoy life. When physical activity is tailored to each person's individual goals and needs, participants are more likely to adopt exercise habits they can stick with for life. This, in turn, leads to sustained weight loss and a long-term reduction in risks for chronic disease.

Personalized activity for every lifestyle

Wondr™ personalizes activity and exercise for each participant, with three activity tracks available—including a first-of-its-kind occupational track designed for people active at work.



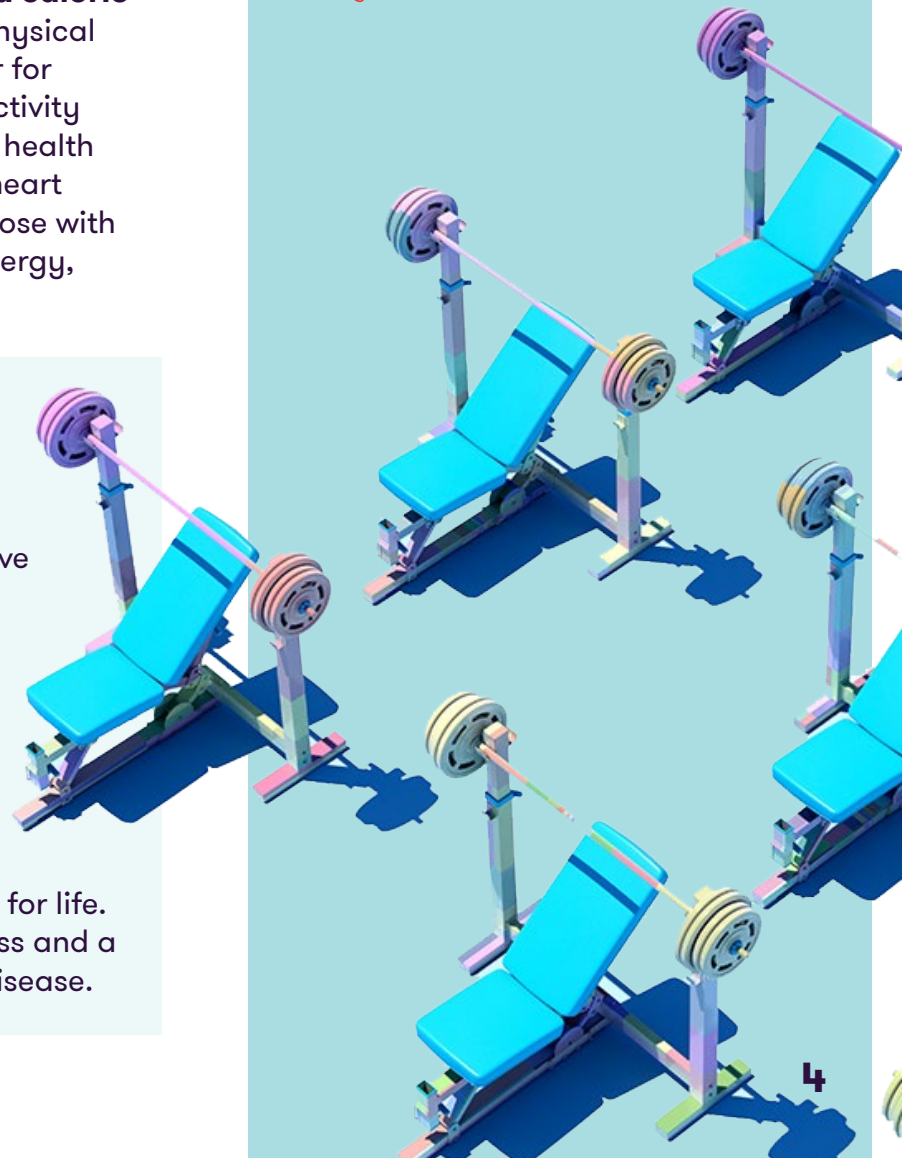
Inactive activity track



Active activity track



Occupational activity track



3

The focus is on the scale, not the person.

Motivations, skills, and habits can't be boiled down to simple math. **It's important that the program truly understands what motivates people to get healthier—and can connect with them on a personal level.**

Most participants want more than weight loss—they want to run around with their kids or to be able to climb a flight of stairs without losing their breath. They want a program that easily fits into their lives—instead of having to change their routines for a program. Successful weight management programs incorporate a behavioral change component that goes beyond weight loss and teaches participants skills and habits they can use not only to lose weight, but also apply to other areas of their life.



Top Reasons People Want to Start a Weight-Loss Program

In a recent survey,¹ thousands of weight management program participants shared their motivation behind wanting to start a weight loss program. Here's what they said:¹

81%

wanted to feel better

73%

wanted to have more energy

68%

wanted to live longer

59%

wanted to be more confident

Employer Takeaway

Scrap the cookie-cutter programs that ask for drastic lifestyle changes. To drive engagement you need a solution that can meet your people where they are. As HR leaders, you know whole health is more than your claims reports—it's an entire spectrum of mental, physical, and social health for your people. and your benefits vendors should embody that, too.



It doesn't integrate into your company culture.

Connection and community are vitally important to health and well-being. **If a weight management program doesn't have the structure to help participants feel supported and connected to others, it will experience a higher rate of participants leaving and/or not meeting goals.**

Not only should a weight management solution help participants feel connected to the program, it should also align with your company culture and values. Does the program speak to your entire population? An organization's core values could lay the foundation for what aspects of the program to focus on.

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I didn't think this program would work for my workgroup, my ethnicity, or my gender. I didn't think this transformation was possible.

Bridget J

Lost: 30 pounds
Gained: Confidence

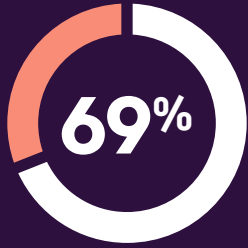
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Employer Takeaway

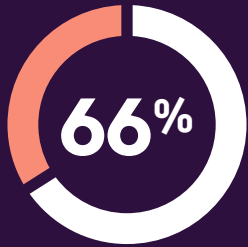
Mental health programs and weight management programs are two of the most stigmatized employer-sponsored health benefits. Organizations should create a culture of acceptance for weight management programs from the top down. Frame your program as a solution that can benefit anyone who wants a healthier lifestyle versus a benefit that is only for those with a certain diagnosis or issue. It's also important to be sure your solution has tools in place for strong support, including easily accessible ways to connect with coaches and other participants. This is especially important if work from home or social distancing measures are in place in your organization — and your benefits vendors should embody that, too.



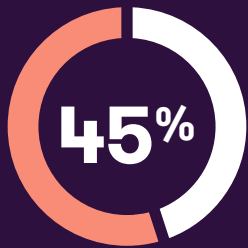
What people really want
in a weight loss program:



easy to maintain



fits my lifestyle



science-based results

Find more in our latest
consumer report:
[Navigating the diet
culture paradox.](#)

5

The program isn't listening to clients and participants.

Is your selected weight management program committed to actively improving offerings and outcomes, or is it using standards that are stuck on autopilot? Many programs use the same formula and educational materials year in and year out—as opposed to adapting via participant feedback or personalizing materials to drive engagement. Just as companies must constantly adapt to meet business goals, health programs should make adjustments as well.

In addition, any solution should incorporate personalized education, coaching, and goals. This approach allows content that's more personally relevant, accessible, and engaging for the participant.

Employer Takeaway

When considering health benefits and weight management programs, ask employees about what they want, adapt to their needs, and look for vendors that do the same. Programs that regularly seek employer and participant feedback will deliver more effective results and create better engagement.

About Wondr

Wondr is the leading digital behavioral change program that starts with weight loss and addresses the root cause of obesity and chronic disease. Participants will learn clinically-proven skills based in behavioral science to improve their mental and physical wellbeing.

Find out how Wondr can support your organization.
Get in touch at wondrhealth.com/contact.



¹Consumer report data gathered from a third-party survey commissioned by Wondr Health ²<https://academic.oup.com/ajcn/article/82/1/222S/4863393>
³<https://pubmed.ncbi.nlm.nih.gov/32238384/>