

The Patient Experience

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Mixed Messaging

Blaming people for a lack of self-control versus
Obesity is a disease

Public View:

“Providing exceptional treatment to people with a common, curable condition isn't a good way to encourage self-discipline, which ultimately is the only way to control weight.”

Chicago Tribune
December 29, 2014

Medical Community View:

“Today, the AMA adopted policy that recognizes obesity as a disease requiring a range of medical interventions to advance obesity treatment and prevention.”

American Medical Association
June 18, 2013

Unrealistic Expectations

Many want to achieve weight-loss greater than our existing therapies provide.

Public View:

Biggest loser contestant Mark Pinkhasovich lost 41 pounds in one week.

Biggest Loser
Season 10

Medical View:

Weight-loss should be 1 to 2 pounds per week for a period of 6 months.

NIH

Seeking Medical Treatment is “Unnecessary”



Shame and Blame



WARNING

**BIG BONES
DIDN'T MAKE ME
THIS WAY.
BIG MEALS DID.**

stopchildhoodobesity.com



WARNING

**FAT KIDS
BECOME FAT
ADULTS.**

stopchildhoodobesity.com



WARNING

**CHUBBY KIDS
MAY NOT
OUTLIVE THEIR
PARENTS**

stopchildhoodobesity.com



WARNING

**HE HAS HIS
FATHER'S EYES,
HIS LAUGH AND
MAYBE EVEN HIS
DIABETES.**

stopchildhoodobesity.com



**Save the
Whales**

LOSE THE BLUBBER: GO VEGETARIAN.

PETA

Policy Challenges

- Inconsistent coverage of obesity treatments.
- Wellness Programs that penalize based on BMI without including obesity treatment coverage.
- Requiring one last diet or nutrition program before allowing medical treatment for obesity.
- Medical policies that limit access to treatment when utilization is low in the first place.
- Lack of healthcare professionals trained to address obesity and/or willing to discuss it.
- Changing the public's perception about realistic weight loss and the safety of existing obesity treatments.