



# Weight Watchers Overview & Beyond the Scale

**Gary Foster, PhD**  
Chief Science Officer

**weightwatchers**



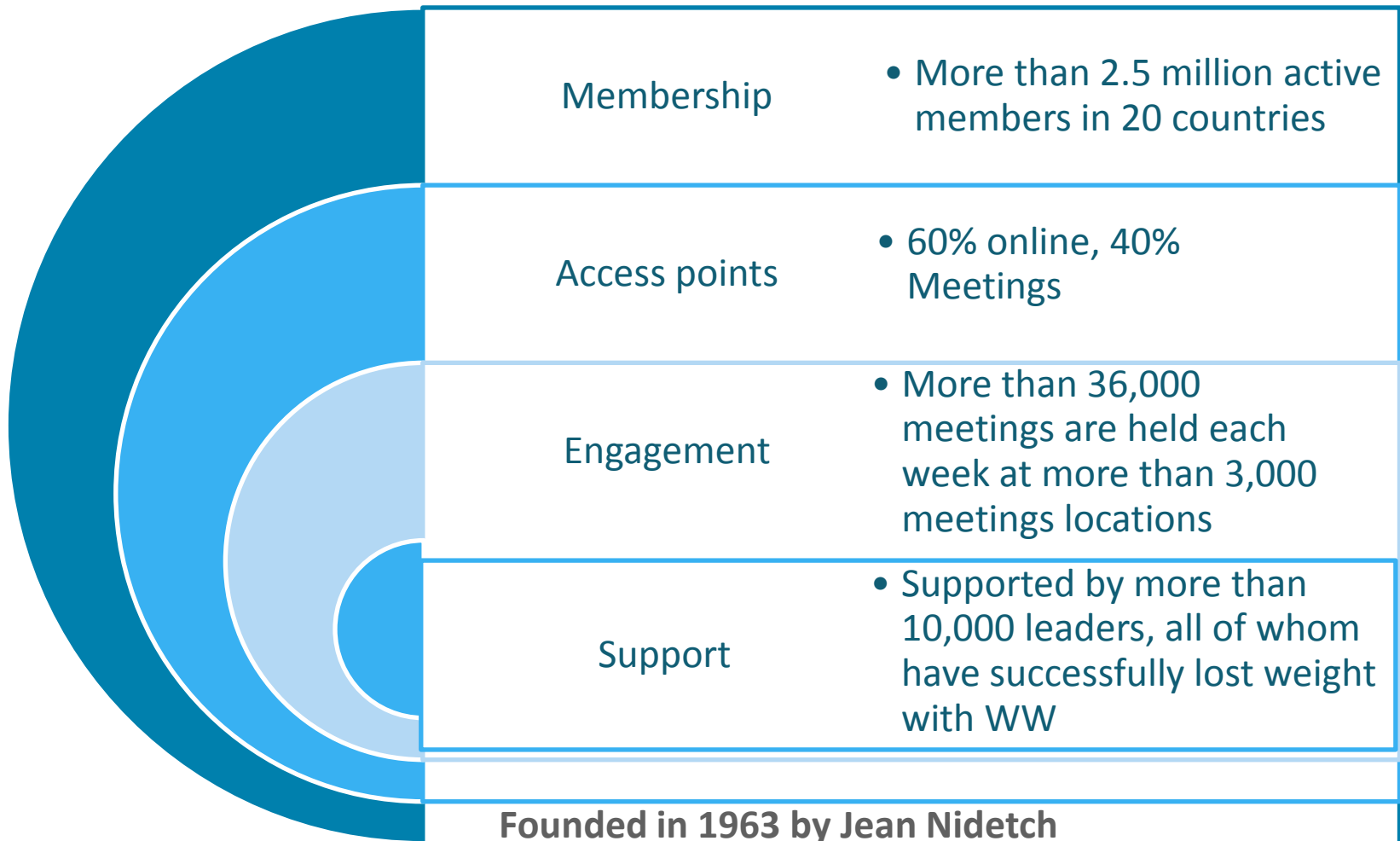
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## Agenda

- 1. Overview of Weight Watchers**
- 2. Beyond the Scale**
- 3. Weight Watchers Health Solutions Strategic Partnerships**



## Overview of Weight Watchers







# Core service- healthy lifestyle change through a variety of interventions

Pick the plan that fits *your* life.



## **WW** OnlinePlus

Follow the Plan on your own terms, 100% online, backed by 24/7 support.



## **WW** Meetings

The heart of our brand — people sharing and supporting each other through experiences.



## **WW** Personal Coaching

One-on-one guidance and motivation from a Coach who's been in your shoes.



# Unparalleled support for sustainable lifestyle change

All touchpoints are connected to WW-trained Service Providers, who have lost weight on the program



**24/7 Click to Chat**  
Virtual 1:1 Leader Support

**eTools**  
Making tracking intake, weight, and activity easier



**Device syncing**  
Seamlessly integrate your fitness tracker

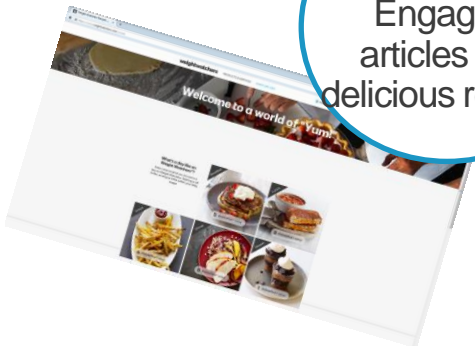


**Personal Coaching**  
Telephone 1:1 Leader Support

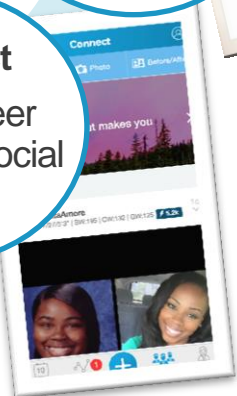


**Meetings**  
In-person group support

**WW.Com**  
Engaging articles and delicious recipes



**Connect**  
Peer to peer support & social media





## Committed to an evidence-based, scientifically proven approach



8x

more effective for weight loss than do-it-yourself

Source: Johnston et al. American Journal of Medicine 2013;126:1143.e19-1143.e24. .



3x

more effective than obesity clinic programs in producing 10% weight loss

Source: Pinto AM et al. Obesity 2013;21 (4):673-680.



2x

more effective for weight loss than physician counseling

Source: Jebb et al., Lancet 2011;378:1485-92. .



\$\$

the most cost-effective nonsurgical weight loss treatment

Source: Finkelstein et al. Obesity 2014;22:1942-1951.



12x

more effective for weight loss in those with prediabetes than a self-initiated program, and produces greater improvements in glucose control

Source: Marrero et al. Am J Public Health 2016. Published online ahead of print February 18, 2016.

The scalable, cost effective weight management solution

# Efficacy of Commercial Weight-Loss Programs

## An Updated Systematic Review

Kimberly A. Gudzone, MD, MPH\*; Ruchi S. Doshi, BA\*; Ambereen K. Mehta, MD, MPH; Zoobia W. Chaudhry, MD; David K. Jacobs, BA; Rachit M. Vakil, BS; Clare J. Lee, MD; Sara N. Bleich, PhD; and Jeanne M. Clark, MD, MPH

*Ann Intern Med.* 2015;162:501-512. doi:10.7326/M14-2238

- **Purpose:**
  - A systematic review to provide clinicians and insurers with empirically-based recommendations for commercial or proprietary weight-loss programs
- **Study selection:**
  - RCTs  $\geq 12$  weeks duration
  - Prospective case studies  $\geq 12$  months
- **Findings:**
  - Identified 141 existing commercial and proprietary weight-loss programs



## Systematic review of commercial programs

Programs that met the criteria for inclusion: emphasized nutrition (dietary change, meal replacements, both), and behavioral counseling/social support, with or without physical activity

141



Generated list of commercial and proprietary weight-loss programs



32



Programs with published RCT data

RCTs had to compare commercial program to control/education and be at least 12 weeks long (included 45 RCTs from 11 programs)



11



6



Programs that meet USPSTF criteria





## Components of included programs with eligible RCTs

Program	Intensity	Support	Monthly cost	USPSTF Criteria	RCTs
<b>Weight Watchers</b>	High	Group sessions Online coaching Online community forum	43	Yes	8
<b>Jenny Craig</b>	High	1-on-1 counseling	570	Yes	3
<b>Nutrisystem</b>	High	1-on-1 counseling Online community forum	280	Yes	3
<b>HMR</b>	High	Group sessions Telephone coaching Medical supervision	682	Yes	4
<b>Medifast</b>	High	1-on-1 counseling Online coaching	424	Yes	1
<b>OPTIFAST</b>	High	1-on-1 counseling Group support Medical supervision	665	Yes	4
<b>Atkins</b>	Self-directed	Online community forum	10 for book	No	8
<b>The Biggest Loser Club</b>	Self-directed	Online community forum	20	No	1
<b>EDiets</b>	Self-directed	Online nutrient support Online community forum	10	No	1
<b>Lose It!</b>	Self-directed	Online community forum	Free	No	1
<b>SlimFast</b>	Self-directed	Online nutrition support Coaching text messages	70	No	8

## 6 programs that meet USPSTF criteria: Conclusions

### •Lead Market Share

- Weight Watchers and Jenny Craig consistently have greater weight losses than control/education participants and sustain it beyond 12 months. Nutrisystem shows promise, but has no long term results
- Low risk for adverse events

### •Very-Low Calorie diets

- HMR, Medifast, and OPTIFAST results in short-term weight losses superior to control. Unclear if they result in long-term, sustained weight loss
- Risk for gallstone, VLCD should only be used in limited circumstances under close medical supervision within a high-intensity lifestyle intervention

*“ Clinicians might consider prioritizing referral only for those commercial programs that have a substantial body of evidence showing a consistent, long-term effect.”*

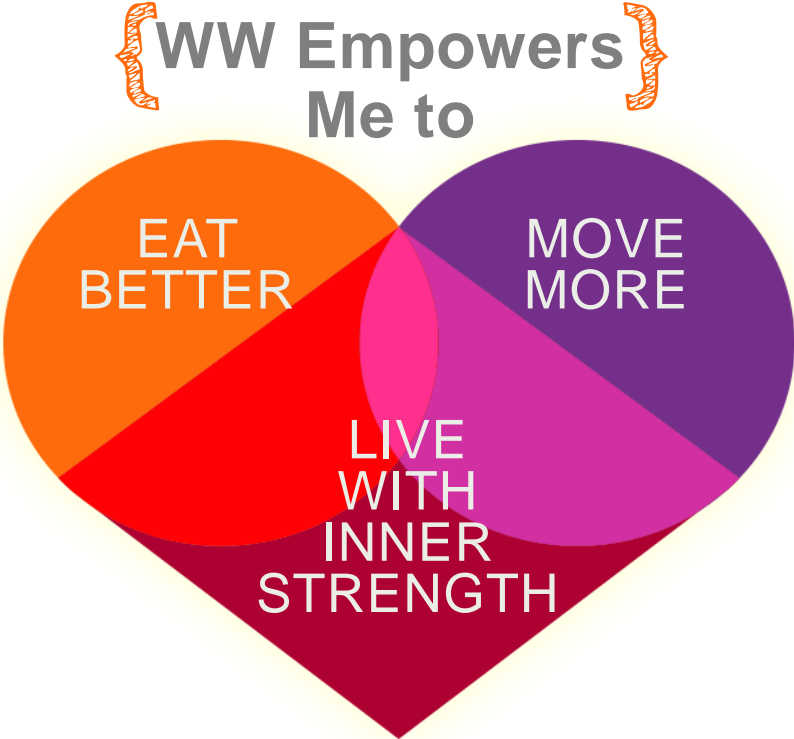


The new Weight Watchers **Beyond the Scale** program is the biggest change to our program in 50 years and delivers our most holistic and personal approach ever.

Unlike previous programs from Weight Watchers that focused only on weight, Beyond the Scale delivers multiple ways for members to define success on the road to healthier living.



# A program that understands that success on the outside, starts on the inside





# *Beyond the Scale*



***Eating Healthier:***  
SmartPoints uses the latest nutritional science to make healthy eating simple



***Moving more:*** Fitness that fits your life



***Finding and Fueling your Inner Strength:***  
skills and connections to tune in, unlock inner strength, and build resilience



***Eating Healthier:*** SmartPoints uses the latest nutritional science to make healthy eating simple

Counting calories doesn't lead you to healthier eating.

The new SmartPoints plan makes healthy eating simple by putting complex nutritional information into one simple number. Everything is still on the menu while taking our strongest stance ever on eating healthier, less processed foods.

**SmartPoints is consistent with the 2015-2020 Dietary Guidelines for Americans**

# Dietary trends of Americans

**Saturated Fat:** recommendation is no more than 10% of daily calories<sup>1-3</sup>, average American exceeds this by almost 2X<sup>1, 4-6</sup>

**Sugar:** recommendation is less than 10% of daily calories<sup>1,7-9</sup>, average American exceeds this by almost 1.5X<sup>2, 10, 11</sup>

**Protein:** recommendation is 5-6.5oz/day<sup>1</sup>, average American women underconsumes<sup>1</sup>

**Fruits & vegetables:** nearly 80% of US population does not meet daily fruit intake recommendation, and 90% don't meet vegetable recommendation <sup>1</sup>

- Scientific evidence shows that **Americans still don't eat enough of the healthy stuff** (vegetables, fruit, lean proteins) and **eat too much of the things we know contribute to weight gain and chronic disease** (saturated fat and added sugar)

<sup>1</sup> Scientific Report of the 2015 Dietary Guidelines Advisory Committee. Advisory report to the Secretary of Health and Human Services and the Secretary of Agriculture. First Print, February 2015  
SAT FAT: (< 10%), (11.1%) ; SUGAR: (4-6%), (13.4%)

<sup>2</sup> (< 7%) Eckel et al. 2013 AHA/ACC Guidelines on lifestyle management to reduce cardiovascular risk.; <sup>3</sup> (< 10%) Uauy 2009. Proceedings International Expert Meeting

<sup>4</sup> (10.1-17.6%) Oh et al. 2005. Nurses Health Study.; <sup>5</sup> (10.2 ± 3.2%) De Oliveira Otto. 2012. Multi Ethnic Study of Atherosclerosis.

<sup>6</sup> (7.4-12.2%) Elmadfa and Kornsteiner 2009. Proceedings International Expert Meeting ; <sup>7</sup> (< 10%) Te Morenga et al. 2013.; <sup>8</sup> (< 10%) WHO; <sup>9</sup> (<10.8%) Healthy People 2020;

<sup>10</sup> (16%) USDA Dietary Guidelines 2010; <sup>11</sup> (14.9%) Yang et al. 2014.



# SmartPoints uses the latest nutritional science

## Independent of weight loss, reducing intake of saturated fat

- Reduces total cholesterol and LDL<sup>1,2</sup>
- Lowers blood pressure<sup>3</sup>
- Reduces risk of cardiovascular (heart) disease<sup>4</sup>

## Independent of weight loss, reducing intake of sugar

- Reduces risk of heart disease<sup>4</sup>
- Reduces risk of Type 2 diabetes<sup>4</sup>
- Reduces risk of dental caries<sup>4</sup>

## Independent of weight loss, increasing intake of protein

- Help you feel more satisfied (than fats, carbohydrate)<sup>5-8</sup>

<sup>1</sup> Mesnick et al. Effects of dietary fatty acids and carbohydrates on the ratio of serum total to HDL cholesterol and on serum lipids and apolipoproteins: a meta-analysis of 60 controlled trials. *Am J Clin Nutr* 2003;77:1146-55.

<sup>2</sup> Hegsted et al. Dietary fat and serum lipids: an evaluation of the experimental data. *Am J Clin Nutr* 1993;57(6):875-83.

<sup>3</sup> Eckel et al. 2013 AHA/ACC Guidelines on lifestyle management to reduce cardiovascular risk. *Circulation* 2014;129:S76-99./

<sup>4</sup> Scientific Report of the 2015 Dietary Guidelines Advisory Committee

<sup>5</sup> Martens EAP, Westerterp-Plantenga MS. Protein diets, body weight loss and weight maintenance. *Curr Opin Clin Nutr Metab Care* 2014;17(1):75-79.

<sup>6</sup> Rebello C, Greenway FL, Dhurandhar NV. Functional foods to promote weight loss and satiety. *Curr Opin Clin Nutr Metab Care* 2014;17(6):596-604.

<sup>7</sup> Noakes M. The role of protein in weight management. *Asia Pac J Clin Nutr* 2008;17(S1): 169-171.

<sup>8</sup> Astrup, A. The satiating power of protein- a key to obesity prevention? *Am J Clin Nutr* 2005;82:1-2.



## All calories are not equal.

300 CALORIES



Greek yogurt, fruit and peanut parfait



Scrambled eggs, Canadian bacon, avocado, tomato and English Muffin



Pancakes with chocolate chips and maple syrup

# SmartPoints

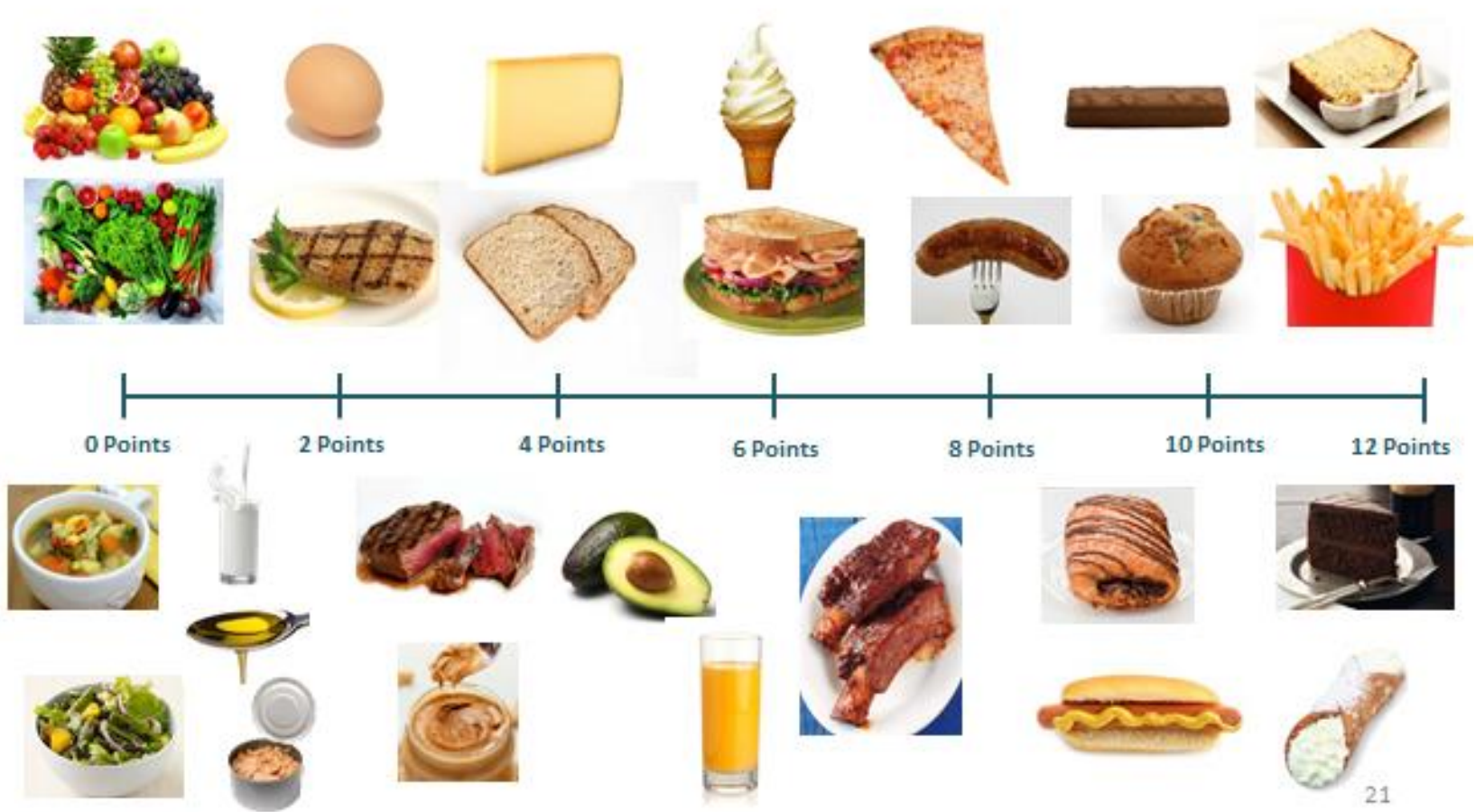
<b>Nutrition Facts</b>	
Serving Size 1 piece (219g)	
Servings Per Container 6	
Amount Per Serving	
<b>Calories 520</b>	<b>Calories from Fat 240</b>
	<b>% Daily Value*</b>
<b>Total Fat 27g</b>	<b>41%</b>
<b>Saturated Fat 12g</b>	<b>61%</b>
<b>Cholesterol 255mg</b>	<b>86%</b>
<b>Sodium 1110mg</b>	<b>46%</b>
<b>Total Carbohydrate 29g</b>	<b>10%</b>
Dietary Fiber 1g	5%
Sugars 1g	
<b>Protein 39g</b>	

15 SmartPoints

- The SmartPoints formula focuses on the most important nutrients that consumers look for and current science backs:
  - **Calories** establish the baseline of how many SmartPoints the food will be worth
  - **Sugar and Saturated Fat** increase the SmartPoints value.
  - **Protein** decreases the SmartPoints value.
  - Foods like **zero-Point fruits** have naturally occurring sugar and contribute healthful nutrients like fiber, vitamins and minerals

# Everything is still on the menu with SmartPoints

Fruits and vegetables continue to be zero Points, lean proteins decrease, and foods high in saturated fat and sugar increase

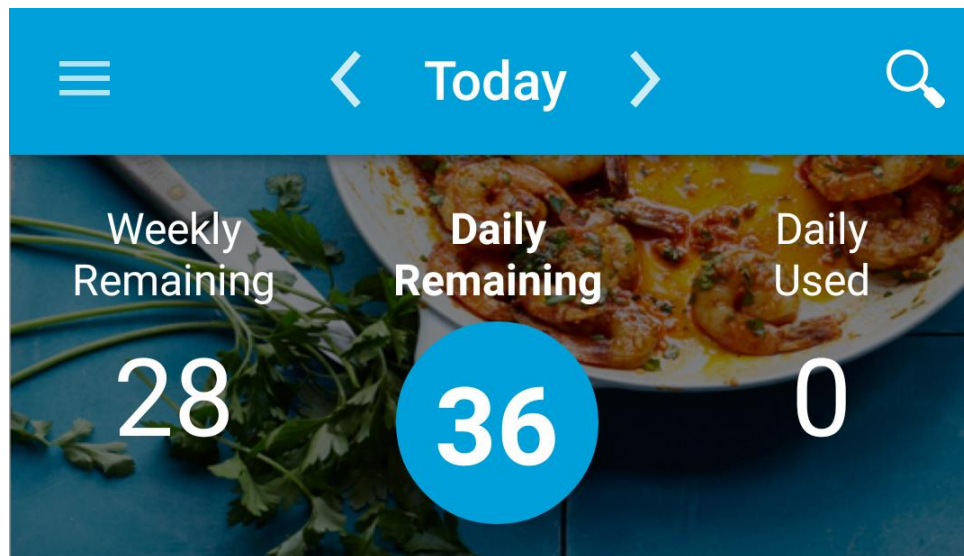




## Daily and Weekly Point allocation

The **Mifflin-St Jeor equation** provides a more accurate estimate of the Resting Metabolic Rate, which more reliably predicts the calorie requirements of people with overweight and obesity.

The number of **Weekly SmartPoints** is personalized according to an optimized energy deficit to ensure improved weight loss for members with varied metabolic rates. Weekly SmartPoints are 14, 21, 28, 35 or 42.







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## ***Moving more:*** **Fitness that fits your life**

At Weight Watchers, we know that physical activity can make you feel good, help you feel comfortable in your own skin and give you more energy.

Research shows that being physically active is key for overall health and wellbeing, as well as successful, long-term weight management.

Whether you want to get active and don't know where to start or you're already active and want to take it to the next level, fitness is a core part of the Beyond the Scale experience.

# The Science behind fitness

## Independent of weight loss, increasing fitness

- Lowers risk for high blood pressure <sup>1</sup>
- Lowers risk of death<sup>2-4</sup>
- Helps sustain long-term weight loss <sup>5</sup>
- Reduce risks associated with Type 2 diabetes <sup>6</sup>
- Reduces risk for heart disease <sup>6</sup>
- Improves mood <sup>6,7</sup>
- Reduces symptoms of depression and anxiety <sup>6,7</sup>
- Increases quality of life <sup>6,8</sup>
- Increases physical function <sup>6</sup>
- Increases capacity to deal with stress <sup>7</sup>
- Improves self-esteem <sup>7</sup>
- **In addition, exercise is the single best predictor of weight loss maintenance <sup>9-12</sup>**

<sup>1</sup>Rankinen T, Church TS, Rice T, Bouchard C, Blair SN. Cardiorespiratory fitness, BMI, and risk of hypertension: the HYPGENE study. *Med Sci Sports Exerc* 2007;39:1687-92.

<sup>2</sup>Lee CD, Blair SN, Jackson AS. Cardiorespiratory fitness, body composition, and all-cause and cardiovascular disease mortality in men. *Am J Clin Nutr* 1999;69:373-80

<sup>3</sup>Sui X, LaMonte MJ, Laditka JN, et al. Cardiorespiratory fitness and adiposity as mortality predictors in older adults. *JAMA* 2007;298:2507-16

<sup>4</sup>Farrell SW, Braun L, Barlow CE, Cheng YJ, Blair SN. The relation of body mass index, cardiorespiratory fitness, and all-cause mortality in women. *Obes. Res.* 2002;10:417-23.

<sup>5</sup>Jakicic JM, Marcus BH, Lang W, Janney C. 24-Month Effects of exercise weight loss in overweight women. *Archives of Internal Medicine.* 2008; 168(14): 1550-1559. PMC18663167.

<sup>6</sup>Penedo FL, Dahn JR. Exercise and well-being: a review of mental and physical health benefits associated with physical activity. *Curr Opin Psychiatry* 2005;18:189-193.

<sup>7</sup>Scully D, Kremer J, Meade MM, Graham R, Dudgeon K. Physical exercise and psychological well being: a critical review. *Br J Sports Med* 1998;32:111-120.

<sup>8</sup>Bize R, Johnson JA, Plotnikoff RC. Physical Activity level and health-related quality of life in the general adults population: a systematic review. *Prev Med* 2007;45(6):401-415

<sup>9</sup>Kayman S, Bruvold W, Stern JS. Maintenance and relapse after weight loss in women: behavioral aspects. *Am J Clin Nutr* 1990; 52: 800-7.

<sup>10</sup>Jakicic JM. The role of physical activity in the prevention and treatment of body weight gain in adults. *J Nutr* 2002;132:3826S-3829S.

<sup>11</sup>Hill JO, Wyatt HR. Role of physical activity in preventing and treating obesity. *J Appl Physiol* 2005;99:765-770.

<sup>12</sup>Pronk NP, Wing RR. Physical activity and maintenance of weight loss. *Obes Res* 1994;2:587-599.

## Fitness in Beyond the Scale

### Former

Daily and weekly targets and tracking for food, tracking only for food

Default swapping of activity points for food points

“Move more”

Achieve a baseline level of activity before you earn points

Activity PointsPlus Values

### *BTS*

Personalized daily and weekly targets and tracking for **both** food and activity

Physical activity ***because it makes you feel good*** – not as a means to “earn” more food

Goals and tools **tailored to your needs to guide** you in turning moments of downtime into uptime, FitBreak gives specific ideas

**Any and all movement counts** and adds up, “some is better than none”

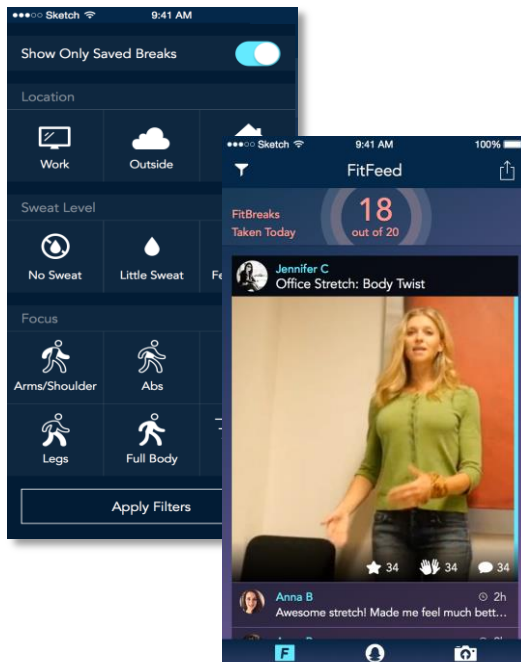
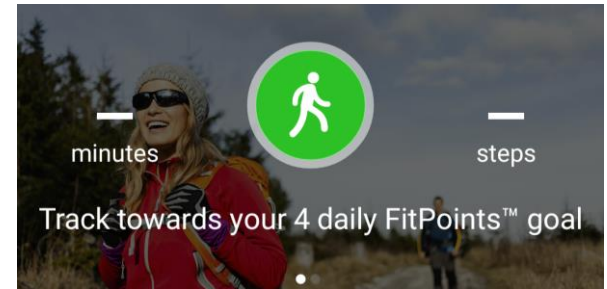
**FitPoints**



# Fitness in Beyond the Scale

In BTS, members get:

- Personalized daily targets for activity, FitPoints
- Emphasis on activity because it makes you feel good, and not solely as means to eat more
- Goals and tools (see FitBreak below) tailored to their needs
- Confidence that all activity counts and adds up, “some is better than none”



## FitBreak

- Integrates fitness into your day
- Turns small moments of “down time” into “up time”
- Based on your fitness goals, abilities, and preferences, FitBreak app gives you instant activity recommendations based on where you are and how much time you have (1-15 minutes)
- FitBreak tracks your activity, so you can see how these small moments of fitness add up to something bigger for your health



## ***Finding and Fueling your Inner Strength:***

Developing skills and connections to tune in, unlock inner strength, and build resilience

Why is it that eating healthier and moving more is so much easier said than done? To make significant and lasting change, we recognize that you have to work from the inside out.

Beyond the Scale helps you to find and fuel your inner strength. It gives you the confidence to start, the motivation to stay inspired, and resilience to keep going.





# Fulfilment in Beyond the Scale



**weightwatchers**

**SUCCESS STORY**

My 16 week check-in: Looking forward, looking back

I'm on my way to a healthier, happier me, and I'm feeling about my journey! I wanted to accomplish and I did accomplish which has helped me Not everything went as planned, but I got to the way. But I didn't let that stop me. In fact, I compensated by doing. And I'm not stopping there: My next step is to ditch and start. Instead, Looking back on these 16 weeks, I feel and am focusing on. Based on my experiences, I'm considering for my next 16 weeks. I can't wait to see. In fact, I'm going to treat myself when the time comes, because I deserve it! If I hit a plateau or slip up, I will jump right back in by doing. And that will get me in the right mindset to keep going strong.

**19 NEXT 4 WEEKS**

wondering what your goal should be for the next month? Think about what you learned last month, and what lies ahead for this month, to pick a realistic goal.

Monthly weight goal: \_\_\_\_\_

**Week 5** How I feel about this week (circle one): 😊 😐 😞

meeting date: / /  
today's weight: \_\_\_\_\_  
total weight loss: \_\_\_\_\_

ideas for being good to myself this week: \_\_\_\_\_

My weekly fitness goal: \_\_\_\_\_ FIPoints™

**Week 15** How I feel about this week (circle one): 😊 😐 😞

meeting date: / /  
today's weight: \_\_\_\_\_  
total weight loss: \_\_\_\_\_

ideas for being good to myself this week: \_\_\_\_\_

My weekly fitness goal: \_\_\_\_\_ FIPoints™

**Week 16 Award week!**

How I feel about this week (circle one): 😊 😐 😞

meeting date: / /  
today's weight: \_\_\_\_\_  
total weight loss: \_\_\_\_\_

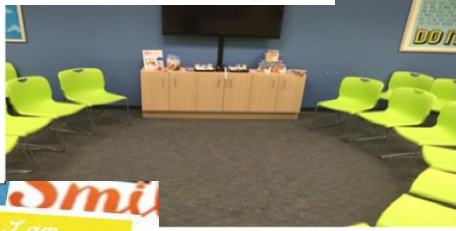
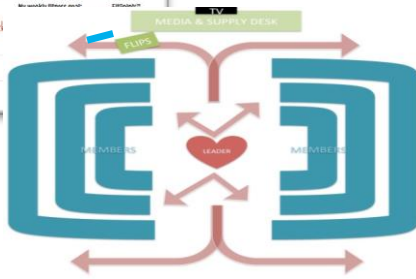
ideas for being good to myself this week: \_\_\_\_\_

My weekly fitness goal: \_\_\_\_\_ FIPoints™

**Looking back**

How it went: \_\_\_\_\_

What I learned: \_\_\_\_\_



Keep your why close by

**why**



- New content and curriculum that guides members to learn non-food coping skills, brings balance and joy to life, and feel more connected, confident and hopeful
- Space changes that encourages more member-to-member interactions (seating arrangement)
- Weeklys & My Success Story
- Meeting room posters and bulletin board
- Online articles

**Wellbeing**

Be inspired and motivated by your own non-scale victories!

Flattery Files — Read Their Stories!

5 Easy Ways to Be Good To Yourself

Can Meditation Help You Lose Weight?

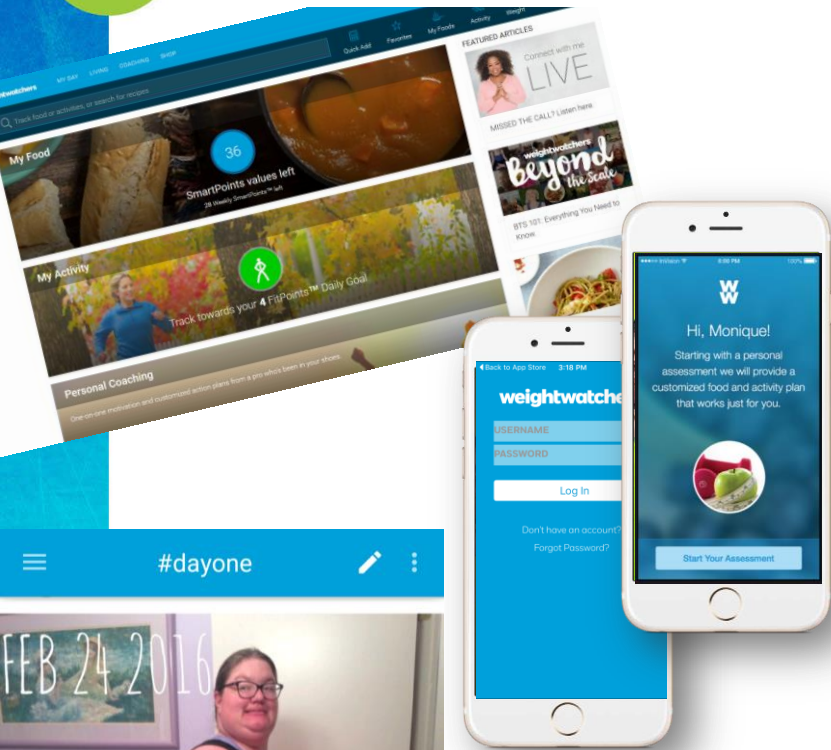
5 Instant (Easy) Health Boosts

How to Get Support from Your Family and Friends

Get the Spa Treatment



# An all new app and member homepage launched in December



## What's new?

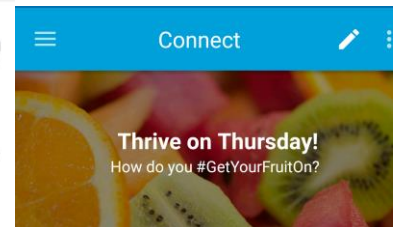
- **Personal assessment** with questions to learn more about where you are with food, fitness, and me time
- More personalized content delivered to your homepage and inbox
- **Updated member homepage**
  - Easily see how your day is tracking with My Day
  - Find tips and articles on food, fitness, and wellbeing on Living
- **Connect**
  - A new community platform, fully integrated with new Beyond the Scale app
  - Introduce yourself, get support & tips, celebrate scale and non-scale victories



So when I started using ww and the leader told me about Connect I was pretty sceptical. I thought "ok, here's just another facebook, twitter, etc...". Yes the basic concept is the same, but it's so much more than that. It's a place for inspiration. A place to share what would you wouldn't dream of posting on your FB or Twitter. A place to gain confidence in yourself! I've only used this app for about a week, but I've gained more in that week than months trying on my own. Thank you Connect!!! [#NotOnMyOwn](#) [#nsv](#) [#wwbros](#)



[#NSV](#)- went shopping last night to get a pair of snow pants so I could join the family skiing this weekend (instead of watching!) and I went directly to the plus sized rack for pants- but after losing 43lbs I am a size LARGE!!!!!! I couldn't believe it!!!



## Weight Watchers for Prediabetes RCT

**Examined:** Can WW approach to lifestyle modification result in weight loss compared to that observed in the DPP-based programs?

**Who:** 225 adults with prediabetes, 83% female, 63.4% white, 51 years, BMI 37, A1c 5.9%

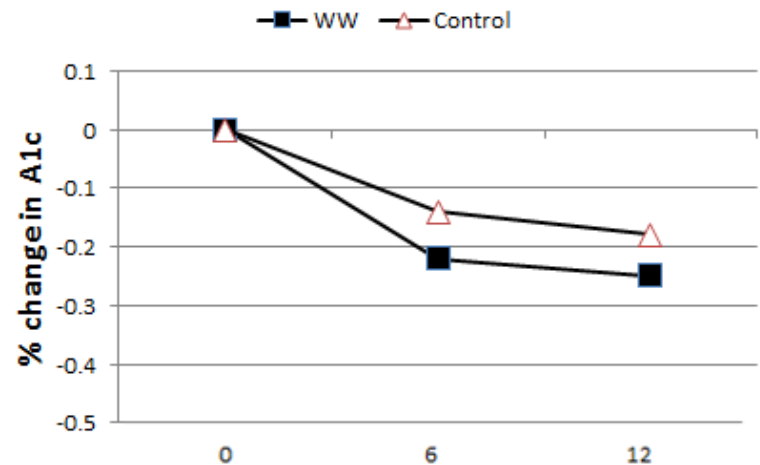
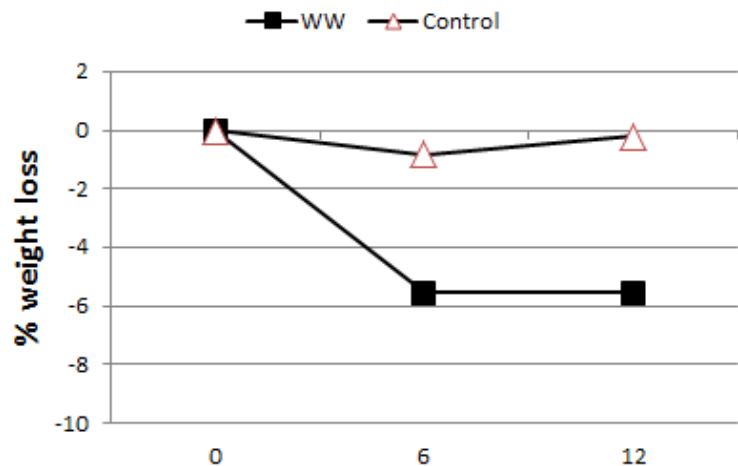
- **Design:** 52-week randomized controlled trial
  - **WW:** Activation session about pre-diabetes and WW then integration into standard WW program
  - **Control:** Counseling by HCP on self-initiates lifestyle change for small weight loss and increased PA, using NDEP Small Steps, Big Rewards materials



## Weight Watchers for Prediabetes: results

**Results:** Compared to those in Control, people with prediabetes in Weight Watchers had significantly greater reductions in weight and A1c

Those in the Weight Watchers group achieved weight losses comparable to those seen in the DPP program (at 6 months WW -5.5 kg, DPP -5.6 kg)





## Weight Watchers for Diabetes RCT

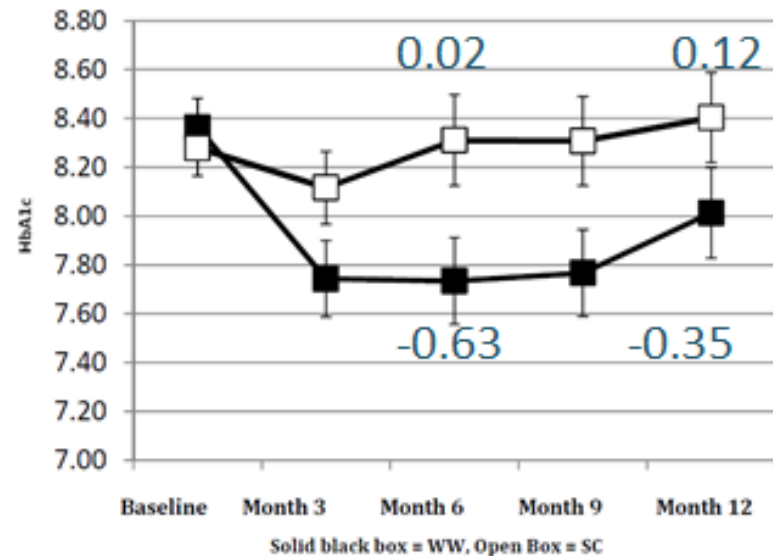
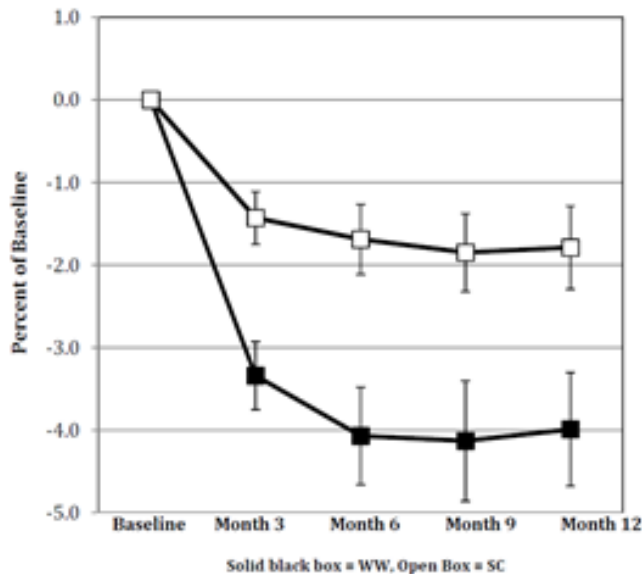
**Examined:** Does WW produce greater improvements in glycemic control in people with type 2 diabetes than standard diabetes nutrition education?

- **Who:** 563 adults with T2D, 72% female, 46% white, 55.2 years, 104 kg, A1c 8.4%
- **Design:** 52-week randomized controlled trial
  - **WW:** Standard WW Monthly Pass program (weekly meetings, eTools), 2 phone calls with CDE, unlimited phone and email access to CDE
  - **Standard Care:** 1 session of diabetic nutrition and education lead by dietitian, educational handouts, recommended meal plan



## Weight Watchers for Diabetes: results

**Results:** Compared to those in standard care, people with diabetes in Weight Watchers had significantly greater improvements in weight loss (overall, and more likely to achieve  $\geq 5\%$ ) and glycemic control (overall, and more likely to achieve HbA1c  $< 7.0$ )



# Weight Watchers Health Solutions

Strategic Partnership Opportunities for Employers

**weightwatchers**



# Overview of Weight Watchers Health Solutions

## Quick Stats:

Number of  
Employers:

**250-300  
Strategic Clients**

At Work Meetings  
per Week

**~4,000**

Average employee  
pool size

**15K-20K per  
employer**

**Specialized &  
effective** program for  
members with  
**Diabetes**

## Flexible Offerings: the Suite Life

	Meetings	Weight Watchers for Diabetes	OnlinePlus
Confidential weigh-ins	✓	✓	
At Work Meetings	✓	✓	
Unlimited Community Meetings	✓	✓	
Guidance from WW Leader and group support	✓	✓	
Unlimited Access to a Certified Diabetes Educator		✓	
Digital tools and Mobile Apps	✓	✓	✓
24/7 Expert Chat Support	✓	✓	✓
Follow plan completely online			✓



## How we Support You

Our **ongoing implementation** support includes:

Program Design & Requirements

Marketing & Communications

Client Set-up & Validation

Confirmed Readiness

Assistance doesn't stop at launch, we suit a full program life-cycle.

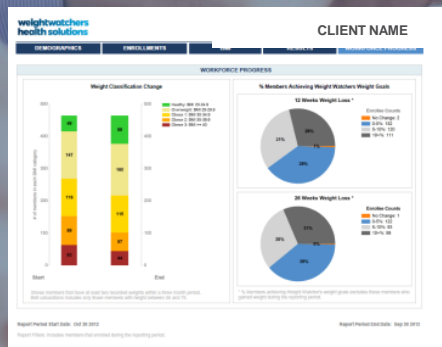




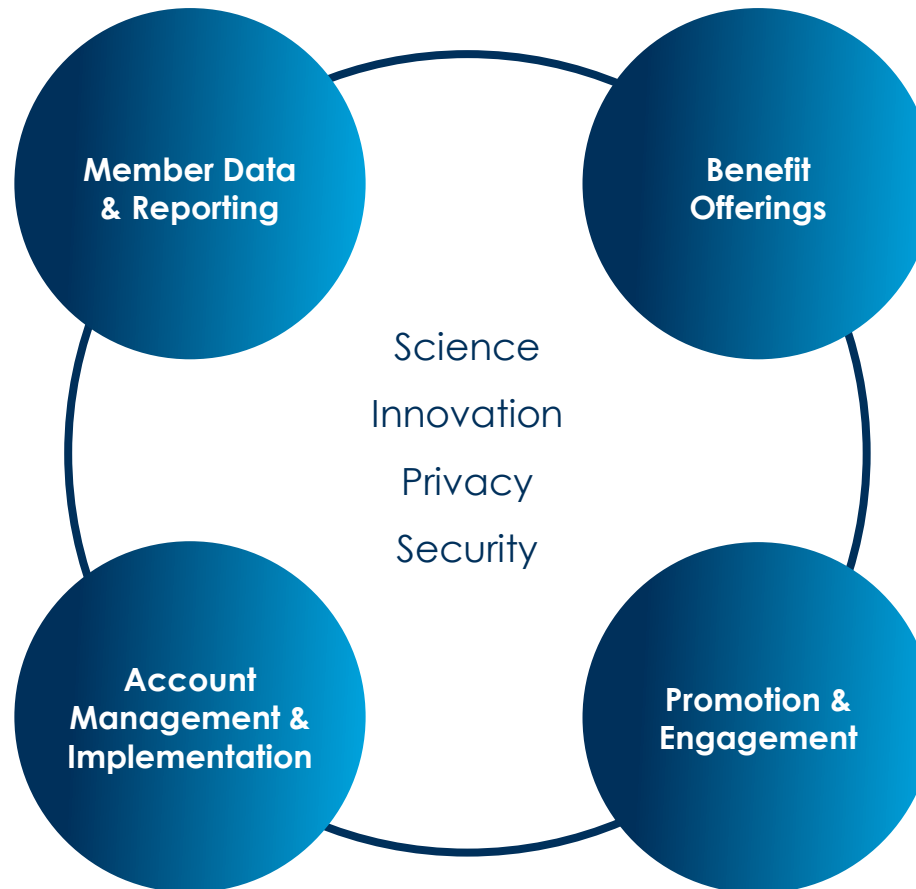
# Data and Reporting: Tracking Success

Our comprehensive reporting capabilities include:

- Enrollments
- Demographic
- Meeting Attendance
- Results & BMI



# Connecting the **Weight Watchers Health Solutions** Platform to You





# Partnership Opportunities

For more information on Weight Watchers Strategic Partnership Opportunities, please contact:

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# Questions?