

# Believe & Achieve



6497 Brecksville Rd. Independence, OH 44131

Summer 2009

You must begin to think of yourself as becoming the person you want to be.

*David Viscott*

## What's included in *Believe & Achieve*?

*Your Unique Approach to Weight Loss*  
A Unique Weigh

Believe & Achieve is a specially designed version of our core obesity treatment program at A Unique Weigh.

It is custom-tailored to meet the specific needs of the pre-operative bariatric surgery candidate.

It combines the best aspects of AUW's non-surgical program shortened to meet your particular pre-operative time horizon:

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We usually get three main questions early in the process. And here are the answers

## *Believe and Achieve*®!

...one of the many effective weight loss programs from A Unique Weigh, which can dramatically increase your prospects for successful bariatric surgery, as well as post-operative success. In fact, with each passing week, more and more bariatric surgeons are referring their patients for those very reasons.



"Ten to Twelve Weeks. 18 to 30 pounds. A lot easier than you'd dare hope."

The questions, of course, are:

1. How long will it take?
2. How much weight can I lose?
3. How hard is it?

We get inquiries about the cost as well, and if you'll keep reading, we believe you will find it to be very affordable.

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1. A preliminary medical history
2. Health assessments, BMI and measurements at the beginning of the program, and every 30 days.
4. Weekly meetings with your own personal weight loss coach, who will track your progress.
5. Weekly monitoring
6. A personal exercise consultation designed to help guide your exercise regimen after surgery
7. An introduction and summary letter to your surgeon and primary care physician.
9. Use of Advanced Health Systems®, as part of our specialized, supervised weight loss program.

### Well if it's so easy and fast, why doesn't everyone do it?

We realize that many of you may have tried dieting on your own in the past. Or, you may have enrolled in other formal programs. Either way, surgery can be an effective tool, but most surgeons and insurers require, at a minimum, that you try to lose weight prior to your surgery. In that realm, we are here to do whatever we can to help you reach your goals.

### Why wouldn't this diet alone be the answer?

Many patients who enroll in our non-surgical programs are able to achieve their goals without surgery. However, we refer patients for bariatric surgery as for many, this is the best option to lose weight and keep it off.

### After the Weight Loss or Otherwise

Once your body adjusts to the surgery – and once clients come off of our exclusive, meal replacement program, which takes all the guesswork out of the equation — you'll still have to learn how to live in your new, thin body. And without support for doing that, a re-lapse is possible. Our program has such great long-term results because we specialize in providing behavioral support for patients learning to renegotiate life as a thin person.

### What's The Cost?

The program cost of "Believe & Achieve" is \$600 for the twelve-week program (or \$50/week). This includes all the assessments and behavioral/educational components outlined above. The remaining cost is for the required, daily meal replacement beverages, which run about \$4 each. Since most people require three to four beverages a day, the total comes to \$12-16/day. However, you won't need to buy groceries or eat out — at all—so the cost of the beverages is defrayed by the savings from groceries and dining. Simply put, the program often pays for itself.

This is an incredible value, considering that non medically-supervised programs and self-administered popular diets end up costing you more. For additional information on the cost of our programs and how they favorably compare to other diets, please see our website. In addition, their rate of weight loss is slower, which may delay your surgery date.

For more information or to join, please visit us on the web at: [www.auniqueweigh.com](http://www.auniqueweigh.com)

I've lost weight on dozens of diets but I haven't been able to keep the weight off. Why not?

Because most commercial diet centers focus on the diet. They give you some combination of products - special foods, supplements, lectures and so on. Few, if any, actually offer a program that identifies and changes the behaviors that contribute to your being overweight in the first place.

Our program will help you overcome the avoidance and denial that have made and kept you overweight.

While you're losing weight you'll receive professional help and be held accountable for your actions.

Clinical studies have shown that accountability and behavioral counseling are effective tools in weight loss and they are the cornerstone of AUW's program.



## Facts, Concepts and Skills



Effective weight management requires acquiring and applying new concepts of nutrition, exercise and conflict-resolution.

Our core philosophy is that weight loss is not a cure for obesity, but a first step toward adopting a new lifestyle based on problem-solving skills to shape new behaviors.

This is accomplished by a combination of lecture, demonstration and discussion to present behavior skills that lead to effective weight management, including:

- Traps of avoidance and denial
- Realistic goal setting
- Dealing with failure
- Weight gain learning curve
- Stress, time and your lifestyle
- Setting effective boundaries
- Nutrition: goals and consistency
- Protein, fat and carbohydrates
- Estimating portions and calories
- Record keeping
- Holidays and vacation eating
- Restaurants: tips and techniques
- Exercise
- Living in a lower weight body

Once you have chosen a class time, the group relationship begins.

Our curriculum is designed for active exchange of information within the group facilitated by our behavioral education staff.

Individual assistance is always available as needed and is encouraged as you and behavioral educator build a bond of understanding, trust and accountability.

Most doctors recommend that you spend at least 12 weeks enrolled in Believe n Achieve®, AUW's scientifically-tested, reliable program, with our exclusive good-tasting meal replacement beverage (available only to specified weight loss centers like AUW). You will also benefit from our education and behavioral change program that enhances your daily activities.

**And at the end of those 12 weeks, you'll have**

- Lost 18-30 pounds of fat (between 3-5 pounds per week).
- Significantly increased the health of your liver – and decreased its size by about 15% (which dramatically improves the surgeon's ability to perform your surgery).
- Stopped most or all medications for type 2 diabetes, high blood pressure, or cholesterol.

**Additionally, you can**

- Reduce your chances of post-operation complications.
- Increase your long-term chances for keeping the weight off permanently.
- Embrace a healthy new lifestyle with the information and tools you need to make the changes to live in your new lower-weight body. And you can do all that while having plenty of energy and without feeling hungry.

And the best part is that there are no drugs required to get the amazing results we deliver, week in and week out, at AUW. That's why you've been referred to AUW: specifically to improve your odds for achieving short and long-term success, and to do that as quickly and easily as possible.

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***You see things; and you say "Why?" But I dream things that never were; and I say, "Why Not?" George Bernard Shaw***

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## MAINTAINING WEIGHT LOSS

Our behavioral aftercare program, known as "Yes I Can," begins at the end of weight loss when food is gradually reintroduced over a period of several weeks.

Now you'll experience the ups and downs of life including holidays, birthdays, sadness and joy and apply the information learned in class. A minimum of 12 to 18 months of participation in Believe and Achieve is recommended to experience as many real life situations as possible. These small groups meet weekly under the guidance of a behavioral educator.

Participants share their challenges and victories as they become accountable to themselves and the group. Accurate food records are the language of "Yes I Can" groups but demonstrations, discussions and lectures are also used to find solutions.

A Unique Weigh  
6497 Brecksville Road  
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ADDRESS CORRECTION REQUESTED

Other weight loss programs make similar claims. How are you different?

Most commercial diets like to focus on one or two success stories but rarely will they back it up with statistics. We at AUW are happy to show you our statistics because we are proud of them: our typical patients lose approximately 35% of their body weight. Those who continue in our aftercare program are able to maintain 58% of this weight loss eight years after completing our program.



*Gary Before*



*Gary 135# Loss*



