



How to Choose a Program

Which weight-management program works best in your worksite?

Choose one that gives sustainable weight loss, is comprehensive, and best suits your employees and your company configuration.

Today's American workplace is not normally just a single-site, corporate headquarters building. Many companies have satellite offices, remote employees, independent contractors, home workers, traveling sales teams, retail outlets, and international locations connected to the home office electronically, not to mention scores of dependents and retirees who are covered by your company health plan. The challenge is how to get healthy weight messages to them efficiently and cost effectively.

Since research shows that people who attend structured meetings lose more weight than people dieting on their own, it is clear that for those who cannot attend an onsite meeting, encouraging attendance at a weight-management program in their local communities is a good solution. And, for those who cannot attend meetings, you'll want to integrate other options to reach them, such as access to an online subscription, or a kit sent to them at home.

Weight Watchers International, Inc. is a leading example of a commercial weight-loss company that offers sustainable weight-loss results. It makes the most of the worksite environment where employees can support each other, and is a comprehensive approach including diet, exercise, behavior modification and, for those attending meetings, group support. Weight Watchers Corporate Solutions can fit into your weight-management program by providing access to weekly meetings both on and off site*, as well as options for Online subscriptions and At Home kits*.

**Available only in participating areas in the U.S.*

Corporate Solutions

At work, at home, online and in local communities—meeting the needs of all participants

With offerings from Weight Watchers, **Raytheon**, a defense and aerospace company, provides employees with successful and safe weight-management options. Employees can choose from four options: Local Meeting vouchers, Online subscription, the At Home kit or the At Work meeting. At Work meetings are offered at 23 locations. **Employees register for the At Work meetings telephonically and are able to pay for their 26-week series through payroll deduction.** The Weight Watchers offerings at Raytheon are integrated with other health and wellness initiatives. Participants are encouraged to join the onsite fitness centers, dining centers provide healthy “Balanced Choices” that are marked and have nutritional information available, and onsite nurses provide blood pressure screenings and other health counseling. Since Weight Watchers launched the enhanced At Work meetings in June 2005, Raytheon employees have lost over 7,000 pounds and satisfaction with the offering has been extremely high.

Research supports the value of Weight Watchers successful meeting format.

A study published in *JAMA* compared structured, commercial weight-loss sessions (a food and activity plan with behavior modification, supported by weekly meetings) with self-help programs (two short counseling sessions plus self-help resources). The structured meetings provided more weight loss than self-help over the two-year study period.

At Work meetings conveniently deliver Weight Watchers to employees at the worksite. A minimum number of employees must be enrolled, but often, separate companies may pool their interested employees within an office park or building.

Meetings tap into the **power of group support**. Onsite meetings create a community within your workforce that benefits both your company and your employees—and ultimately the employees’ families. A weekly 30- to 45-minute meeting held during the workday (or before or after work) gives your company full-time benefits because the workplace becomes its own supportive environment for healthy weight.

At Work meetings are **cost efficient, time efficient, and convenient**. Millions of participants have lost weight with Weight Watchers in the company’s over 40-year history, and the Weight Watchers approach has stood the test of time as being a safe, nutritionally sound approach to good health.

Trained Leaders

Once your company commits to an At Work meeting and recruits participants, Weight Watchers provides trained Leaders who are successful role models to stimulate discussion and inspire life-changing results. Your task is to decide on popular meeting times and locate available space for your onsite meetings. Weight Watchers helps you publicize the meetings and recruit attendees who are ready to make a lifestyle change. Employees may join mid-series, and the meetings can be held continuously year-round at your worksite as long as there are enough participants. Soon you'll have your own success stories and weight loss statistics to bolster ongoing promotion efforts.

Administration

This onsite offering is easy to implement, unlike similar worksite- or community-based programs that might require a great deal of staff time to plan, promote, and present. Your company reaps the rewards as employees are motivated to lose weight and control their lifestyle choices. You decide who pays the fee—your employee, your company, or some combination.

Wisdom

Payroll deduction is a no-cost and very effective way to encourage more employees to enroll, raising your participation rate, and thereby your opportunity to lower health care costs. Employees often find it easier to enroll when the payment is deducted from their paychecks. Further, payroll deduction helps employees to commit long enough to achieve their weight goal and maintain their new healthier weight.

Beyond the At Work meeting, you can also offer your employees any or all of three other Weight Watchers options in losing weight:

- **Local Meeting vouchers** are prepaid for entrance to traditional Weight Watchers group meetings in local communities. This solution works for companies that want to help their employees lose weight but don't have enough employees to make an effective group onsite. Independent contractors and consultants, retirees, dependents and small company employees can take advantage of this option.
- **Online subscriptions are available 24/7.** This is especially attractive for telecommuters, at-home workers, and employees in remote locations. It's a workable choice for retirees, those with limited mobility and employees who prefer self-help programs. This Internet product can be promoted and linked from your company's intranet. The Weight Watchers Online pages can be co-branded with your company logo.
- **At Home kit-Corporate Edition** provide a convenient weight-loss solution that delivers fully comprehensive program materials to employees (and to their dependents and retirees) at home. It features access to a toll-free helpline. Again, telecommuters and at-home workers or employees in remote locations can participate easily with this option.



Weight Watchers
Corporate Solutions

→ **Weigh Your Options**

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