

# OPTIFAST®

## PROFESSIONAL TRAINING REGISTRATION 2009

### TRAINING DATE YOU WILL ATTEND

Please select one:

April 30, May 1 – Registration Due by: April 9

Oct. 1, 2 – Registration Due by: Sept. 10

### CLINIC INFORMATION

Your Program Name (as listed on the contract)

Your Nestlé Customer Number

In Process of being assigned

Street Address

City

State

Zip Code

Daytime Phone

Fax

E-mail Address

Position with Program

Name/Credentials

Phone

### TWO CONVENIENT WAYS TO REGISTER

**By Fax:** Fax the completed registration form to Attn: OPTIFAST Marketing Coordinator at **952.848.6159**

**By Mail:** Send form to: OPTIFAST Marketing Coordinator, P.O. Box 370, Minneapolis, MN 55440

Form must be filled in completely or attendee will not be registered.

### TRAINING FEE

The training fee is **\$950** per attendee. The fee includes online training and CE hours for RN's and RD's, start-up materials, training materials, lunch, and keynote speakers. **Airfare and Hotel are not included and must be scheduled and purchased separately by the attendees.**

**Cost of training will be billed to your clinic account.** Please provide purchase order (if required by your business). \_\_\_\_\_

**Please send registration 14 business days in advance of desired training date for registration guarantee.**

Any cancellation requests must be made in writing and must be faxed or mailed to the attention of the OPTIFAST Marketing Coordinator. Refund requests postmarked or faxed less than 14 business days before the event will not be honored. A full refund minus a \$250.00 cancellation fee will be made for each approved refund request.

### OFFICE USE ONLY

UA

Ltr1

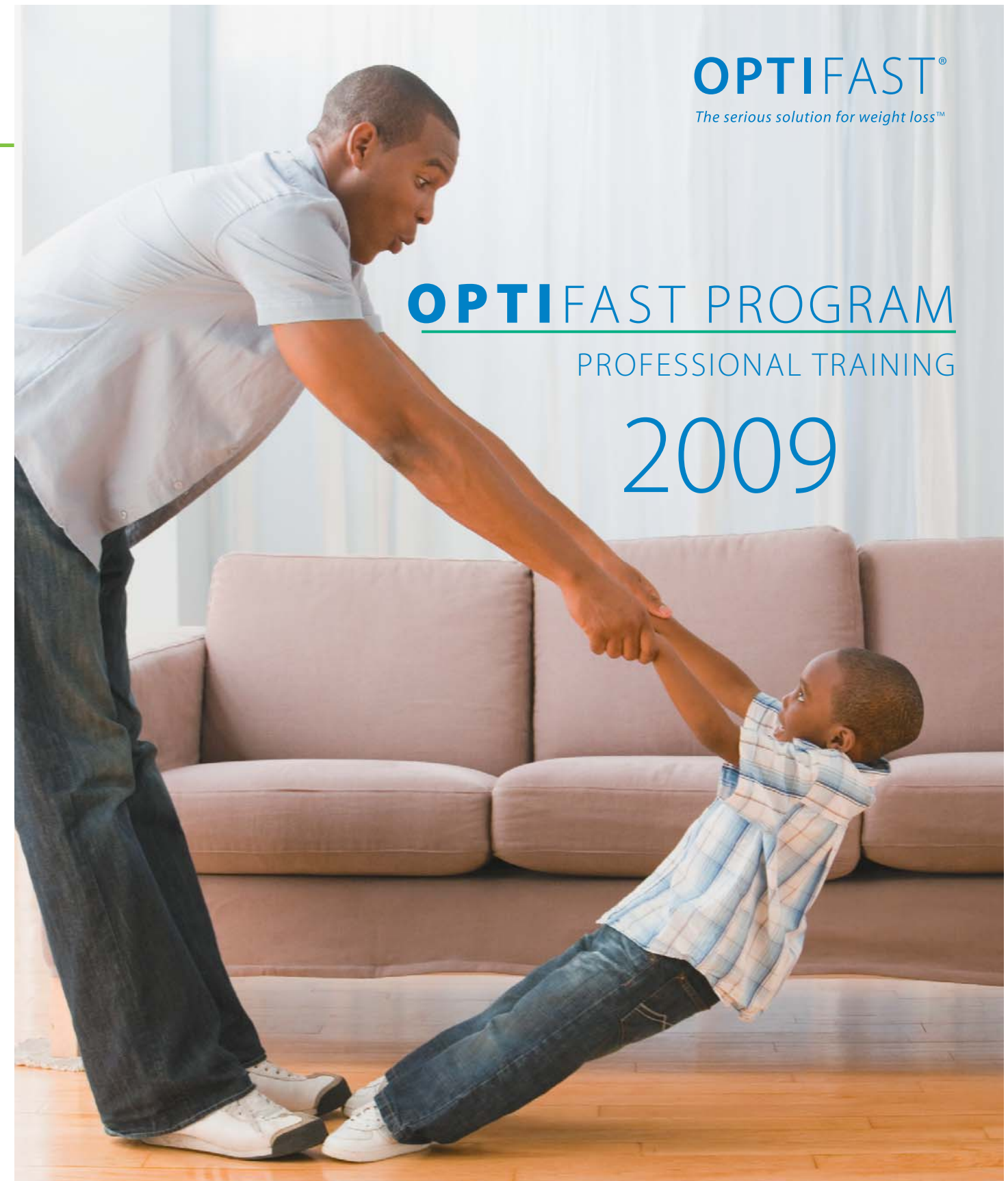
HCA

INV

Ltr2

Rep

OPTI-10066-0409



## OPTIFAST PROGRAM PROFESSIONAL TRAINING

Thank you for choosing the OPTIFAST Program, The serious solution for weight loss™.

You will see that the OPTIFAST Program offers much more than a great line of products and protocols that drive results; our extensive educational modules and the business consulting support you receive from our account managers adds a unique dimension to the value you get when you become part of the OPTIFAST Program.

Our Professional Training Seminar is an important step in our new clinic startup plan, which includes the following:

1. Reading the OPTIFAST Program Training Startup Manual
2. Completing the Online Training Course Modules
3. Attending the two-day OPTIFAST Professional Training Seminar
4. Receiving ongoing consulting support from your Account Manager

We look forward to you joining us for an informative session that is designed to kick off our partnership with you in building a comprehensive, effective and profitable weight management practice. We recognize that attending the seminar is a major commitment of your valuable time, and we feel confident that after attending you will recognize the value and impact it will have in establishing a successful program.

## COURSE DESCRIPTION

The OPTIFAST Professional Training Seminar covers how to effectively manage a comprehensive weight management program from business, medical, nutritional and educational perspectives. Attendees will learn how to deliver high-quality obesity treatment, implementing effective protocols that may change patient lives, at a profitability level that will enable the program to be sustainable long-term.

## TRAINING AGENDA

- Day 1: 8:00 am – 5:30 pm Business Management Focus and Product Overview  
Led by our Account Managers, Marketing Team and Registered Dietitian.
- Day 2: 8:00 am – 4:30 pm Medical Guidelines Focus  
Led by OPTIFAST Medical Director,  
Endocrinologist Dr. Leonard Mastbaum, F.A.C.E.

## LEARNING OBJECTIVES

- **Overview of Obesity:** Recognize obesity as a chronic disease and understand its associated clinical conditions.
- **OPTIFAST Overview:** Understand the concept of full meal replacement diets, stimuli narrowing, and the documented results with the OPTIFAST Program.
- **Treatment Team – Program Staffing:** Incorporate a multidisciplinary staff to support and deliver the OPTIFAST Program.
- **OPTIFAST Products and Protocols:** Review recommended usage of OPTIFAST products for all phases of the OPTIFAST Program and understand the differences among products.
- **OPTIFAST Medical Protocol:** Understand recommended procedures for patient screening, assessment, active weight loss, transition, and long-term management protocols. Review case study examples of managing patients with complications.
- **Quality Care and Risk Management:** Establish parameters and protocols to minimize liability.
- **Operations:** Understand the revenue and expenses of your program and plan for financial profitability.

- **OPTIFAST Lifestyle Education Series™ (LES):** Review the extensive patient materials and tools used throughout all program phases to assist healthcare professionals in driving the impact of lifestyle changes on patient relationships with food.
- **Marketing for Success:** Become familiar with OPTIFAST marketing tools and learn how to develop a marketing plan with key consumer insights, calculate return on

investment, and learn how to develop community relations to build a successful program. Discuss marketing direct to consumers and building a physician referral network.

- **Patient Care Process:** Visualize the entire patient recruitment process from the initial phone inquiry through the patient's first medical visit.

## TRAINING LOCATION, LODGING, AND TRANSPORTATION

Sofitel Minneapolis, 5601 West 78th Street, Bloomington, MN 55439, Phone: 952-835-1900.  
Hotel Website: [sofitel.com](http://sofitel.com). **Hotel Registration Link:** <https://www.seeuthere.com/event/m1c9c3c8-V61HC5NUVIL0>

OPTIFAST Professional Training takes place at the Sofitel Minneapolis, conveniently located near the Mall of America and Minneapolis-St. Paul Airport. A block of rooms has been set aside at a reduced rate of \$119.00/night. You must register through the hotel registration link to receive this rate. After the training registration deadline date, rooms will be subject to availability.

The Sofitel has transformed conviviality and comfort into an art form. The restaurants and bars provide the perfect setting for relaxing and socializing and offer refined French cuisine with the latest in fusion dishes from around the world. Like a turn-of-the-century Parisian brasserie, Chez Colette exudes authentic French charm. Warm and inviting, it tempts you with traditional brasserie fare. At La Fougasse, you are surrounded by the tempting aromas of Mediterranean-inspired cuisine. A state-of-the-art fitness center is available to all guests.

The Sofitel Minneapolis Hotel is just minutes from downtown Minneapolis or St. Paul where visitors can enjoy the magnificent new classic Guthrie Theatre, concerts by the Minnesota Orchestra or the St. Paul Chamber Orchestra, multiple popular theater choices, elegant dining on the riverfront or on the town. The Minnesota Zoo is a short distance away, and both cities offer first-class professional sports team events throughout the year. For those wanting first-class live music in a Las Vegas setting, several popular casinos are a quick ride from the hotel's front door.

## GROUND TRANSPORTATION

Free ground transportation via SuperShuttle between the hotel and the airport is included in your room rate. To locate the service when you land, follow the signs stating "Hotel Shuttles and Scheduled Vans" to the "Ground Transportation Atrium." The SuperShuttle service desk (open 24 hours a day, 7 days a week) is located in the center of the Atrium.

## FURTHER INFORMATION

Breakfast is included in your room rate. Lunch will be provided on both training days.

## PREREQUISITE PRIOR TO TRAINING

Prior to attending training there are four online lessons that each attendee is required to complete. The online training sessions are designed to give OPTIFAST providers a solid foundation and prepare them for what will be covered during the on-site two day Professional Training. CEU's are available to RN's\* and RD's for the online portion of training. RD's can receive up to 10 CPE, Level II when attending the on-site, two-day Professional Training. Information regarding online training will be provided in the confirmation letter sent upon receipt of the registration form.

\*Healthcare Documentation and Development, Inc. is an approved provider of continuing nursing education by the Wisconsin Nurses Association Continuing Education Approval Program Committee, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.