

BIPHETAMINE - BIPHETAMINE-T - IONAMIN "STRUCTURED" PRESENTATION

"Doctor _____,

"We, at Strassenburgh, have for sometime advocated a program or system of successful weight loss and control that incorporates certain essentials: (1) patient education and motivation; (2) caloric restriction; (3) exercise; and (4) medication, when indicated, as an adjunct to a weight reduction program.

"It is quite gratifying for Strassenburgh, and especially for me, Doctor _____, to learn that our ideas are in line with the National Academy of Sciences and the National Research Council.

"The National Academy of Sciences and the National Research Council, in their review of anorectic agents, stated that 'they are not a treatment of obesity in themselves and should be used as an adjunct to a total program of weight reduction that includes patient education, motivation, caloric restriction and exercise.'

"In theory, how does this approach sound?" (Let him answer - listen.)
 "This approach is feasible in actual practice with *Are You Really Serious About Losing Weight?*

"*Are You Really Serious About Losing Weight?* provides you with the educational material and helps you communicate quickly with the overweight patient (1st Part - show) 'About Their Problem' and (2nd Part) 'What to Do About the Problem'. For example -- True - False Quiz -- you don't have to correct.

"The three alternatives to rigid dieting (Substitution Diet section, 100 Calorie Portion section and the Portion Control section) help you provide your patient with a diet that isn't dull and give you a way to tailor-make a diet to the ethnic background and economic status of the patient. (Show how.)

"Your patient will better understand the role of exercise after studying pages 19 and 20. Many physicians are now prescribing a daily activity schedule for their overweight patients.

"Doctor _____, do you think that you could use *Are You Really Serious About Losing Weight?* with your overweight patients?" (Let him answer - listen.)

"The National Academy of Sciences and the National Research Council states further that 'dosage of anorectic drugs should be individually titrated.'