

# Metabolic Based Weight Loss Programs

*The truth is most people join a health club to lose weight. Metabolic testing can provide the basis for a weight loss program that is leading edge enough to attract clients, yet based on sound, scientific principles. Consider these points:*

## Easy implementation.

Korr Medical has made it simple enough for anyone to operate MetaCheck and CardioCoach Plus. With just a few minutes of training, even your receptionist will be able to administer a Resting Metabolic Rate (RMR) test. Additionally, Korr's patented print-out and staff training scripts make explaining the results a breeze.

## Return on investment.

Most overweight people (especially women) are convinced they have a slow metabolism. Offer them a way to actually test it, and they will line up around the block to have it done. Most markets report that clientele are willing to pay a minimum of \$40 per test, with some markets charging as much as \$90. Most systems will pay for themselves with the first 60 tests. When was the last time you had a piece of equipment that actually paid for itself?

## Keep the client coming back.

You will want to encourage clients to come back for retesting every month. Any change in caloric intake can alter their RMR. These changes are often the cause for the dreaded weight loss plateau. With regular retesting, your staff will be able to detect changes to their metabolism and adjust the Target Caloric Zone. This is vital during the maintenance phase. Clients should be tested monthly for at least six months after reaching their goal weight.

As clients experience success, they are less intimidated by exercise. As they drop weight, their exercise routine becomes more comfortable. Their changing body image helps them feel more confident in the club setting. They will also have built a relationship with your staff that will help them feel supported and welcome in your facility. And results like that will win you customers for life!

## Survive diet trends.

One thing holds true in weight management and that is energy balance...you have to burn more than you consume. Metabolic testing shows a person exactly how their own body can do that. Korr offers a program based on calorie counting and behavior modification. But even if you have a diet philosophy you want to promote, or if clients want to try a trendy diet strategy, metabolic testing will still apply. And when the next diet craze comes around, your investment won't be obsolete. Metabolic testing will compliment any diet the media throws your way.