

BETTY BAXTER'S RESPONSE TO CHOICE MAGAZINE - FEB 2009

Choice Magazine contacted Betty Baxter in May 2008 to invite us to participate in a review of pharmacy based weight management programs.

Betty Baxter responded to this review in June 2008. The article was published in February 2009, and looked across four key areas:

Who will pharmacies accept;
Consultant Training;
Nutritional Value/Efficacy "Are the Diets Nutritionally OK?";
Up-selling to additional products

Here are some of our responses to each of these four areas of discussion....

Who will pharmacies accept – who can become a member?

Betty Baxter does recognise that our program is not suitable for all people and, unlike other consultancy based programs, our BB Consultants are trained not to allow children or people with certain identified medical conditions to take part in our program.

Betty Baxter takes a responsible approach to the management of our program. We don't normally allow people of a healthy BMI to participate in our program, however we recognise that BMI is a general indicator of an individuals actual body composition, so our BB Consultants look to additional indicators (such as waist measurement & total body fat) to really understand if the customer needs to start on our program.

In regard to assessment of suitability for the program, Choice magazine reviewed the use of "bio-impedance scales" that assess such factors as body fat and metabolic rate, and commented that they panel thought that these assessment methods were generally good.

Betty Baxter Full Consultation pharmacies use clinical grade Bio-impedance scales that measure Body Fat, Total Body Mass, Fat Free Mass, BMI and BMR (basal metabolic rate). Choice was concerned about the level of training consultants receive to interpret the results of these scales, however the scales used in Betty Baxter Full Consultation and many Betty Baxter Express pharmacies provide our customers with a read out that gives them a brief overview of their individual measures AND analyses if these measures are within recommended healthy ranges.

This simple print out keeps the analysis clear and easy for both the customer and the Betty Baxter consultant to understand, and doesn't require complex training for our consultants to determine if a customer is suitable for our program, and for customers to understand their individual body analysis.

Consultant Training

Unlike some products, Betty Baxter programs and products are available at Pharmacies because we believe in the level of professionalism, training, qualifications, support and advice that is available at the local pharmacies we select to offer our program.

Australian Pharmacy staff are generally well trained to deal with queries across a wide range of health related issues, including weight management. Betty Baxter specifically selects to work with pharmacies who have a focus on both training and customer service as part of their individual commitment to their customers.

Our BB Consultants also receive initial and ongoing training regarding the elements of our program, and are supported by their local pharmacist, by our head office team and, through us, by our network of trained and qualified health professionals.

BB Consultants and customers can contact the BB Head Office if they have any queries regarding the program or their individual weight management plans. We work with an external network of nutritionists, dieticians, pharmacists and naturopaths to keep abreast of the latest nutritional and weight management related research, advice and discussion. We are also able to refer any complex nutritional customer enquiries to this expert panel, and respond to these queries appropriately.

Our on-line forum is an additional source of support, especially for our customers. This site is monitored daily by our Head Office team, and we respond to most queries on the same day.

However, Betty Baxter is not a medical organization and our staff and consultants cannot and will not give customers medical advice or diagnosis. We strongly advise our customers to discuss any of these types of concerns with their doctor.

BB Consultants provide our members with a personal level of support and guidance in regard to the elements and basis of our program. They provide a cost effective and simple approach to helping our members learn better nutritional and lifestyle choices, that can help our members lose weight and understand how to keep it off long term.

Similar products are available from alternative retail outlets, however these products are not supported by the experience and expertise of a trained pharmacist. Some of these programs also required customers to pay for on-line support and advice.

Nutritional Value/Efficacy

Betty Baxter was the only program out of all those rated by Choice Magazine (Tony Ferguson, Xndo, Kate Morgan, Dr Tim's Success, Alphaslim, MediTrim and Ultralite) that received a Nutritional "Thumbs Up" from the panel of independent experts.

At Betty Baxter, we believe that everything you eat, should have a positive nutritional value, so it is GREAT for us to get this level of recognition that our program meets the panel's high standards.

Core to our program is the nutritionally balanced mix of approved supermarket foods, meal replacements and whole foods (lean meats, fish, nuts, fruit and vegetables) that helps our customers to understand healthier food choices, simply by applying the structure of the program.

The Betty Baxter program provides this balanced approach to nutrition across each of our three phases: Hop (1,100 cal), Skip (1,400 cal) and Jump (1,800 cal for women and 2,200 cal for men)

Our program is flexible and realistic. We have designed it to help get our customers' metabolism back on track, by encouraging them to eat five to six times per day, depending on their individual phase.

Betty Baxter provides a minimum 50% of the RDI of essential vitamins and minerals JUST from our meal replacements. And these represent only two out of the five to six recommended meals each day.

Many programs that offer fast weight loss or significantly limit an individual's daily carbohydrate intake promote Ketosis – a process that basically puts your body into a state very similar to starvation. The long term sustainability of this isn't possible. Neither is this approach to limiting carbs. Put simply, our bodies and our lifestyle include carbs –the trick is to learning how to manage your carb intake, and make healthier food choices that include a range of good carbs, proteins, good fats and fibre. So we take a responsible approach to long term weight management and don't advocate a ketogenic approach to weight management.

Betty Baxter is committed to helping our members learn about better nutrition. And the best way to learn is often to just DO. The learning is built into the structure of the program and the food choices and meal plans we recommend. Sugar free chocolates, artificially sweetened lollies, ready made meals; these really don't teach you anything about good food choices. The Betty Baxter program does.

We recommend daily exercise – at least 30 minutes of exercise to get you moving and slowly developing muscle to help you burn excess calories.

Up-selling to additional products

There has been a lot of discussion over the last twenty years regarding the nutritional value of the foods we eat today, compared to the nutritional values of the same foods before the advent of mass-production. The rise in the popularity of organic and GM (genetically modified) free foods can't be denied, as customers look for a return to more natural food sources. Where these food sources are not available, people use supplements.

Because we work closely with a team of nutritionists, naturopaths and dietitians who keeps us across current health research and trends, we have taken their advice regarding the supplements we recommend as part of our program.

Summary

Betty Baxter is not a static program. We have continued to evolve since we entered the market in May 2007, and since our response to this survey was submitted in June 2008.

If you would like more information on how Betty Baxter is keeping it's focus on being the most nutritionally balanced program on the market today, simply contact us on 1300 657 371.