

## CELEBRATING SUCCESS

### HEALTH & WELLBEING COACH ACCELERATES ADOPTION OF WEIGHT MANAGEMENT PROGRAMME IN CITY & HACKNEY PRACTICE

#### BACKGROUND

The pandemic significantly affected our patients with comorbidities weight gain and inactivity.

#### THE AIM

To increase the weight management referrals from 0 to 50 by Nov 2021

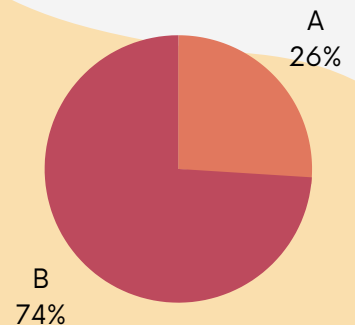


#### HOW?

We trialed the H&W coach starting a conversation about weight management with our patients with diabetes or hypertension who were identified as being overweight, measuring impact by referral to a weight management programme.

#### RESULTS

The practice has the **highest referrals** to Digital Weight Management (March 2022) and accounts for 25.9% of all practice referrals from City & Hackney (October 2021)



We found 40% of patients accepted referral to a weight management programme following a consultation with a H&W Coach



#### KEY LEARNING

- Some patients may be less ambivalent to the programme if they talked to a GP/HCA beforehand.
- Being informed that somebody will call them about this will enable the patient to expect the call, and the caller to feel prepared and spend more time on talking about the programme in-depth if asked.
- A text with a link to the DWM information would be useful for patients to think about before a call.
- Make time so that there are no distractions.
- Pick a time that is neither too early or late- be mindful that people are busy
- Try to call at different times of the day
- Look at information beforehand to inform self about the programme
- Use motivational interviewing techniques when talking to patients about this programme

