

## Taking ACTION on interaction with patients

This “Awareness, Care and Treatment in Obesity Management” (ACTION) Study toolkit is a collection of materials, resources, and information that can help improve the health and wellness of your patients by igniting more productive patient/provider dialogue about this chronic, serious, progressive disease.<sup>1</sup>

As you may know, there are significant unmet medical needs in obesity management. Weight loss of 5% to 10% can help improve and reduce risk of some obesity-related diseases.<sup>2</sup> However, most people with obesity struggle to achieve and maintain a healthy body weight.<sup>3</sup>

That’s where the ACTION Study comes in. The “Awareness, Care and Treatment In Obesity Management” (ACTION) Study, sponsored by Novo Nordisk, is the first US nationwide study to investigate barriers to obesity management from the perspective of people with obesity, health care professionals (HCPs), and employers.

The results of the study showed that despite changing attitudes toward obesity and its increasing recognition as a chronic, serious, and progressive disease, many barriers to effective care remain, with the consequence that few people with obesity are seeking and receiving long-term obesity care.

The ACTION Study highlights a need for collaborative efforts that can lead to better understanding of obesity and effective solutions for obesity care. Such efforts may involve:

- Informing your peers about barriers that may prevent people with obesity from discussing weight, and
- Encouraging your peers to regularly schedule follow-up visits focusing on the obesity diagnosis and the value of 5% to 10% weight loss, given patients’ inclination to keep these appointments. These efforts will provide greater consistency and support to people with obesity and underscore that obesity is a disease that requires chronic medical management

The following toolkit is designed to provide you with not only additional background on the ACTION Study to highlight these results to your peers, but also to promote a healthy dialogue with your patients about the disease of obesity.



## Components of the toolkit include:

### Sample newsletter/web copy

If your office, organization, or hospital has an ongoing internal newsletter or place to share company news online, below is a sample article that can highlight the impact of obesity on your patients, information about the ACTION Study, and how HCPs can affect change

### ACTION study fact sheet

This fact sheet will explain the results of the ACTION Study, especially as it pertains to HCPs

### ACTION study infographics

This infographic represents key data from the ACTION Study in a visual way that allows for easy communication to your patients or colleagues

### Overall obesity infographic

This infographic provides an overview on understanding the disease of obesity and its impact on society

1. American Medical Association House of Delegates. Recognition of obesity as a disease. Resolution 420 (A 13). <http://www.npr.org/documents/2013/jun/ama-resolution-obesity.pdf> Received May 15, 2013. Accessed May 10, 2017.

2. Jensen MD, Ryan DH, Apovian CM, et al. American College of Cardiology/American Heart Association Task Force on Practice Guidelines; Obesity Society. 2013 AHA/ACC/TOS guideline for the management of overweight and obesity in adults: a report of the American College of Cardiology/American Heart Association Task Force on Practice Guidelines and The Obesity Society. *J Am Coll Cardiol*. 2014;63(25ptB):2985-3023.

3. Sumithran P, Prendergast LA, Delbridge E, et al. Long-term persistence of hormonal adaptations to weight loss. *NEJM*. 2011;365(17):1597-1604.

## Sample newsletter/web copy



## Treating obesity starts with understanding barriers to care

According to recently published results, despite changing attitudes toward obesity and its increasing recognition as a chronic, serious, and progressive disease, many barriers to effective care remain. This means that few of the more than 90 million Americans with obesity are seeking and receiving long-term obesity care.<sup>4</sup>

These data come from the **A**wareness, **C**are and **T**reatment **I**n **O**besity **M**aNagement (ACTION) Study, the first United States study to investigate barriers to obesity management from the perspective of people with obesity, health care professionals (HCPs), and employers.

These barriers are reflected in the insufficient interaction between patients and HCPs relating to dialogue and treatment of obesity<sup>5</sup>:

- 71% of people with obesity had spoken with an HCP about their weight in the past 5 years, of which
- 55% reported having been diagnosed with obesity
- 24% reported that a weight-related follow-up appointment was scheduled

Of note, the study showed that people with obesity engage in an average of 7 serious weight loss attempts, but only a few are able to achieve and maintain the weight loss.

- 84% of people with obesity acknowledge that 10% weight loss is beneficial<sup>5</sup>
- Despite an average of 7 “serious” weight loss attempts in their adult lifetime, only 23% of people with obesity report a 10% weight loss during the past 3 years; and of those, 44% say they were able to maintain the weight loss for more than one year<sup>5</sup>

The ACTION Study highlights a need for collaborative efforts that can lead to better understanding of obesity and effective solutions for obesity care. Such efforts may involve:

- Informing your peers about barriers that may prevent people with obesity from discussing weight, and
- Encouraging your peers to regularly schedule follow-up visits focusing on the obesity diagnosis and the value of 5% to 10% weight loss, given patients’ inclination to keep these appointments. Such efforts will provide greater consistency and support to people with obesity, and underscore that obesity is a disease that requires chronic weight management.

With obesity rates nearly doubling since 1980, and nearly 4 out of 10 Americans affected by this disease, it will take all of us to learn more about why obesity is not being treated the same way as other diseases.<sup>3</sup> We can all take action to help view, treat, and care for obesity in a respectful and compassionate way that enables people living with obesity to achieve their weight management goals.

**For more information, visit [ACTIONStudy.com](https://ACTIONStudy.com).**

4. Obesity and overweight. Centers for Disease Control and Prevention website. <https://www.cdc.gov/nchs/fastats/obesity-overweight.htm>. Updated June 13, 2016. Accessed August 21, 2017.

5. Kaplan LM, Golden A, Jinnett K, et al. Perceptions of Barriers to Effective Obesity Care: Results from the National ACTION Study. *Obesity*. 2017;10.1002/oby.22054.

# Perceptions of obesity and barriers to care



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IN OBESITY MANAGEMENT

Despite an increased national focus on obesity, obesity is not treated like other chronic diseases as the lack of formal obesity diagnoses and insufficient dialogue prevent comprehensive care. This is true despite the fact that leading health organizations recognize obesity as a serious, chronic, progressive disease that requires long-term management.<sup>1-4</sup>

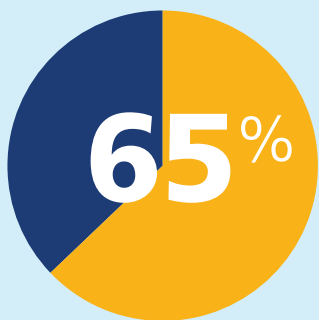
With obesity affecting about 4 out of 10 adult Americans, it is imperative that we overcome the multiple challenges that prevent people with obesity from having access to medical care and support to effectively manage their disease.<sup>5</sup>

The “**A**wareness, **C**are and **T**reatment **I**n **O**besity **M**anagement” (ACTION) Study is the first US nationwide study to investigate barriers to obesity management from the perspective of people with obesity, health care professionals, and employers. Sponsored by Novo Nordisk, the ACTION Study was led by a multi-disciplinary steering committee and involved a comprehensive literature review, qualitative interviews, and quantitative surveys of more than 3,000 people with obesity, 600 health care professionals, and 150 employers in the US. For more information, visit [ACTIONStudy.com](http://ACTIONStudy.com).

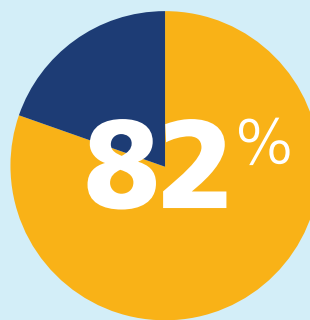
The ACTION Study provides important information that can help improve care, education, and support for people with obesity.

## Obesity HCP perceptions:

Results of the ACTION Study show divergent perceptions between people with obesity, health care professionals (HCPs), and employers<sup>6</sup>



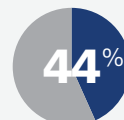
of people with obesity consider it a disease; however,



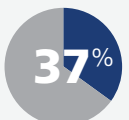
consider weight management to be completely their own responsibility, which may prevent them from seeking help from their HCP

Among people with obesity who had not sought help from their HCP, the top two reasons cited were:

a belief that managing their weight is their own responsibility



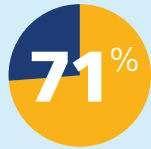
a belief that they know what is needed to manage their weight



In contrast, the primary reason cited by HCPs was people with obesity’s embarrassment (people with obesity cited embarrassment far less than HCPs)

Despite an average of 7 “serious” weight loss attempts in their adult lifetime, only

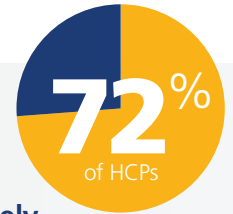
**23%** of people with obesity report a 10% weight loss during the past 3 years



of people with obesity had spoken with an HCP about their weight in the past 5 years, of which



reported having been diagnosed with obesity



The majority of HCPs (72%) feel a responsibility to actively contribute to their patients’ weight loss efforts, but patient-provider dialogue about weight management is insufficient

Many people with obesity report that conversations about weight with their HCP are infrequent

Roughly half of people with obesity (47%) say they initiate conversations with their HCP about their weight at appointments



Most (67%) HCPs say they are very or extremely comfortable discussing weight management



## About the ACTION Study

The ACTION Study was directed by a multi-disciplinary Steering Committee comprised of representatives with specialized expertise in obesity management within clinical practice, scientific investigation, patient advocacy, employer human relations, and public policy. Together, these renowned experts in obesity care established three primary goals for the ACTION Study:

1. Create a better understanding of the barriers that prevent people with obesity from receiving the medical care and support needed to improve health
2. Generate insights to guide collaborative action to improve care, education, and support for people with obesity
3. Create a platform for communication, to help change how people with obesity, health care professionals, and employers manage, treat, and support obesity

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# Interactions between health care professionals and people with obesity

Obesity is not treated like other chronic diseases. Lack of formal obesity diagnoses and insufficient dialogue prevent comprehensive care

Disease awareness and responsibility

Conversation initiators, reality of inaction

Follow-up

People with obesity (PwO):



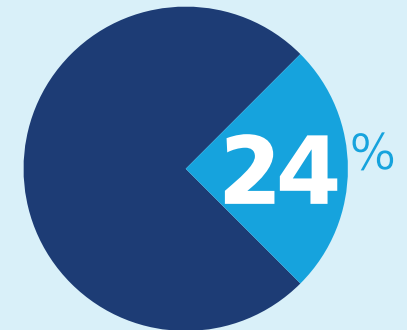
65% believe obesity is a disease

82% believe weight loss is their responsibility

47% of PwO say they initiate conversations with health care professionals about their weight

55% of PwO\* report receiving a formal diagnosis

Among PwO who discussed their weight with an HCP:



24% indicated a weight-related follow-up appointment was scheduled

Health care professionals (HCPs):



80% believe obesity is a disease

72% feel responsible to actively contribute to patients' weight loss efforts

67% of HCPs say they initiate conversations about their patients' weight

Kaplan LM, Golden A, Jinnett K, et al. Perceptions of Barriers to Effective Obesity Care: Results from the National ACTION Study. Obesity. 2017; 10.1002/oby.22054.

# Five key barriers to obesity care

ACTION Study shows many barriers to effective obesity care remain



People with obesity engage in on average 7 serious weight loss attempts, but only a few are able to maintain the achieved weight loss

ONLY **10%** of PwO were able to maintain weight loss for more than a year

Most people with obesity consider weight loss to be completely their own responsibility, which may prevent them from seeking help from their health care professional (HCP)

Although more than half believe obesity is a disease, **82%** of PwO consider weight loss to be completely their own responsibility

Many people with obesity have not received a formal diagnosis of obesity

**55%** of PwO reported receiving a formal obesity diagnosis\*

The patient-provider dialogue about weight management is insufficient with few follow-up visits

**24%** of PwO reported a weight-related follow-up appointment was scheduled\*

Employer wellness programs are not meeting the needs of people with obesity

Nearly 3/4 of employers believe wellness programs can support weight management, but only

**17%** of PwO agree

\*PwO who discussed their weight with an HCP

Kaplan LM, Golden A, Jinnett K, et al. Perceptions of Barriers to Effective Obesity Care: Results from the National ACTION Study. Obesity. 2017; 10.1002/oby.22054.



MARY EDWARDS  
Mary's BMI is 44







# Understanding the disease of obesity and its impact

# About obesity

## Obesity

- is a serious, chronic, progressive disease which requires long-term management<sup>1</sup>
- is defined as abnormal or excessive accumulation of adipose tissue that may impair health<sup>2</sup>

This disease is influenced by:<sup>5-7</sup>

Genetic factors	Psychological factors	Sleep deprivation	Appetite signals/hormones	Physical inactivity	Environmental factors
					

After losing weight, the body will try to regain it.<sup>7</sup>



Obesity is commonly assessed by **body mass index**, or

**BMI**

Obesity affects about **4 out of 10** adult Americans<sup>3</sup>



People with a **BMI of 30+** are considered to have obesity<sup>4</sup>

**30+**



# The impact of obesity on:

## health

Obesity is linked to over **50 disorders**

and increases the risk of developing many weight-related health conditions<sup>8</sup>

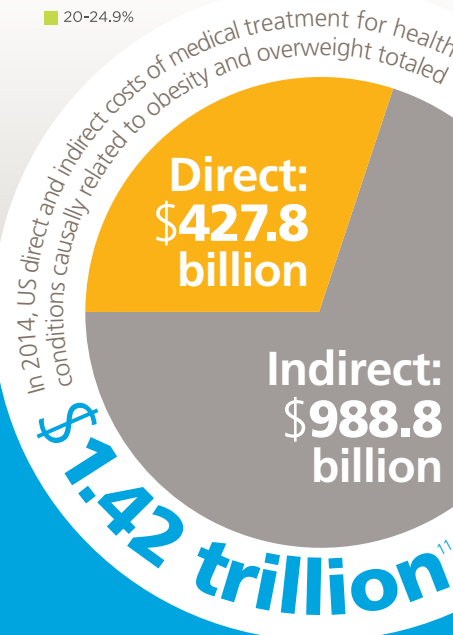
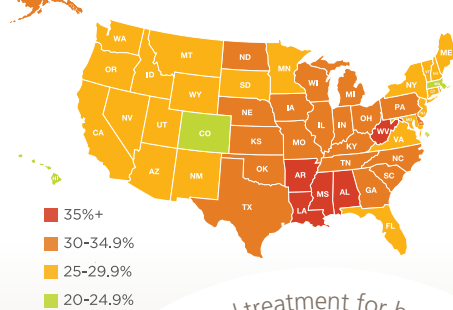


Weight loss of **5% to 10%** can help improve and reduce

the risk of some obesity-related diseases<sup>9</sup>

## cost

Prevalence of obesity among US adults by state:<sup>10</sup>

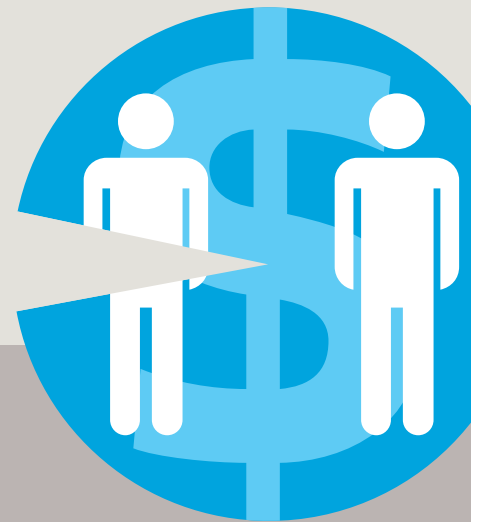


Improving obesity-related comorbidities could translate into substantial health care savings, estimated to be up to

**\$611 billion** by 2033 in the US<sup>12</sup>

## individuals

In their daily lives, individuals with obesity may face **bias, depression, disparities in the workplace, low self-esteem, and poor body image**<sup>13</sup>



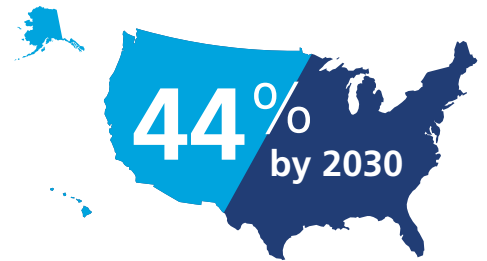
Some adults with obesity face discrimination at work, in hiring, and promotions –

wages have been shown to be **6.1% less** for people with obesity according to one study<sup>16</sup>

Obesity also impacts national security, as nearly 1 in 4 young adults in the US can't serve in the military due to excess weight and obesity<sup>14</sup>

# Obesity: the way forward

Despite all implications to health, cost, and people, obesity remains largely under-recognized and under-treated.<sup>15</sup> If obesity trends continue, more than 44% of the US population would be affected by obesity by 2030<sup>16</sup>



## **ACTION** AWARENESS, CARE & TREATMENT IN OBESITY MANAGEMENT

To understand the *what* and *why* behind barriers to care, the **ACTION** (Awareness Care and Treatment in Obesity Management) Study was the first US nationwide study conducted among people with obesity, health care professionals, and employers.

Key findings show us that there are still misperceptions and behaviors that prevent connection and collaboration in the medical setting:



**65%** of people with obesity (PwO) believe it is a disease

However, most PwO (82%) consider weight loss to be “completely” their responsibility and may not seek help, or medical treatment from their HCP<sup>17</sup>



**7** out of **10** HCPs feel they have a “responsibility to actively contribute” to patients’ weight loss efforts,

yet only **55%** of PwO report receiving an obesity diagnosis from an HCP<sup>18</sup>

“Telling someone with obesity to simply eat less and move more is like telling someone with depression to cheer up. It doesn't go to the root of the problem.”

Dr. Arya M. Sharma, MD/PhD, FRCPC, leading obesity expert

Changing the way we view, treat and care for obesity calls for open, productive dialogue among all stakeholders, including health care professionals (HCPs), employers, and people with obesity

## Collaborative action will result in:

Increasing HCP and patient engagement in chronic weight management

Changing the mindset from acute weight loss to chronic weight management

Expanding access to care and coverage

# Novo Nordisk: Our commitment to improve obesity care

Novo Nordisk is a global healthcare company with more than 90 years of innovation and leadership in diabetes care. We have a strong focus on addressing the significant unmet medical needs in obesity care and tackling the many barriers to effective care that people with obesity experience. Positive change needs to happen on multiple societal levels, including federal policies. Our long-term commitment includes partnering with the community on education and advocacy, increasing access to care, and advancing medical management. Our aim is to work collaboratively to transform the way the world sees and treats the disease of obesity.

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