



# HEALTHY WEIGHT RANGE HRA

UNEXPLAINED WEIGHT LOSS



## RISK EXPLAINED

People in this category have reported a loss of 5% or more of their body weight in the past 6 months, and they do not know why.

These users are told that losing weight without wanting to or trying to isn't usually a medical emergency. But it's very important to see a doctor to determine the reason for weight loss.



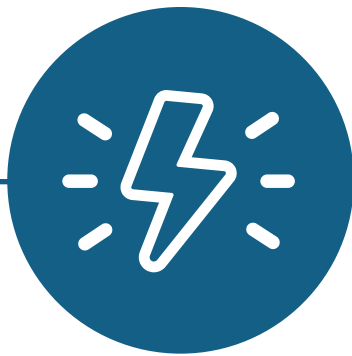
## EXAMPLE PERSONA

Rolland is 40 years old, 5'8", and weighs 158 pounds (BMI=24). He's concerned about his weight because he's dropped about 12 pounds over the past 4 months without trying to lose weight. He's also been feeling fatigued.

He does not smoke but drinks regularly, and he switched to a vegan diet last year for environmental reasons. He leads a very active lifestyle but is worried that his weight loss and weakness mean he's losing muscle mass.

He found this HRA while searching the internet for information about unexplained weight loss. He's now concerned that it could be due to a serious health condition.

## GOAL: EVALUATION THROUGH PRIMARY CARE



### CUSTOMIZED CALL TO ACTION MESSAGES

Focus Call to Action (CTA) messaging on:

- Appointment scheduling.
- Finding a doctor (if they don't already have one).



### PHONE CALL FOLLOW UP

Follow up with the user as soon as possible by phone call to:

- Schedule the next available appointment with primary care to evaluate their unexplained weight loss.
- Discuss their results report and explain what their results mean.



### FOLLOW-UP EMAILS

Customize your follow-up email content to explain:

- The importance of staying in touch with primary care.
- Lifestyle tips to maintain a healthy weight.
- When to see a doctor about weight loss, and why.



### EVALUATION VIA PRIMARY CARE

Unexplained weight loss can have many causes, and in some cases, it can be serious.

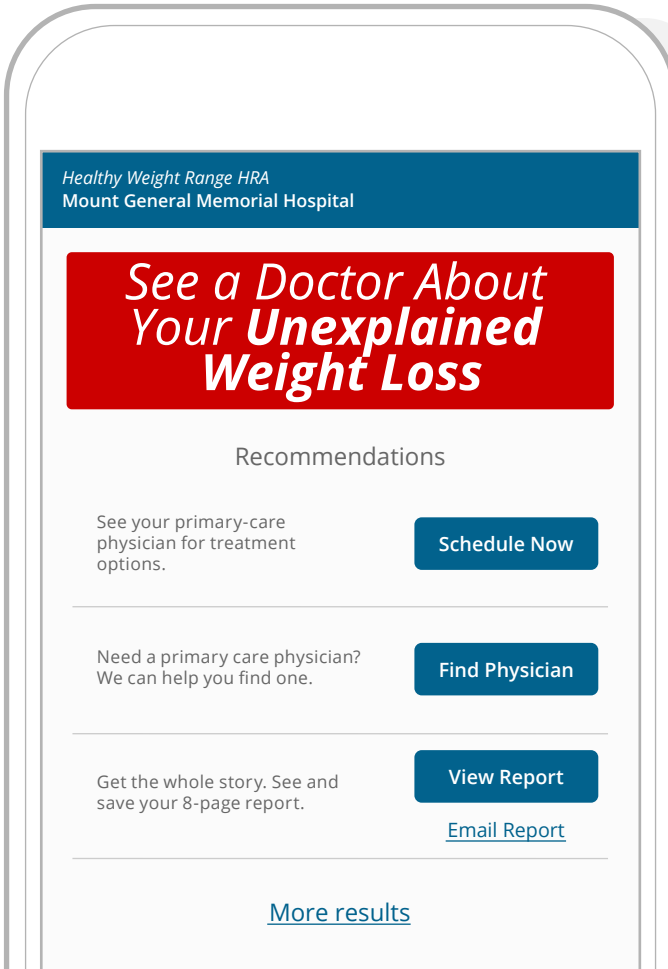
Because these users have reported unexplained weight loss, they should be evaluated by a health care professional. Their symptoms may warrant treatment for a more serious condition.

## OTHER CONSIDERATIONS

In addition to their significant, unexplained weight loss, these users may also have weight-related health concerns, or their weight may have an impact on their quality of life.

Weight-related health concerns include:

- Certain cardiovascular conditions
- Type 2 or pre-diabetes
- Issues with breathing, including sleep apnea
- Acid reflux disease, arthritis, or urinary incontinence
- Increased waist circumference
- High blood pressure, abnormal cholesterol, or high blood sugar
- Taking medication to control blood pressure, cholesterol, or blood sugar
- Unknown blood pressure, cholesterol, or blood sugar





# HEALTHY WEIGHT RANGE HRA

OBESITY



## RISK EXPLAINED

People in this category have obesity (BMI of 30 or higher).

They are recommended to lose weight with a personalized weight management plan.



## EXAMPLE PERSONA

Blair is a 22-year-old woman. She is 5'3" and weighs 185 pounds, putting her BMI at 32.8.

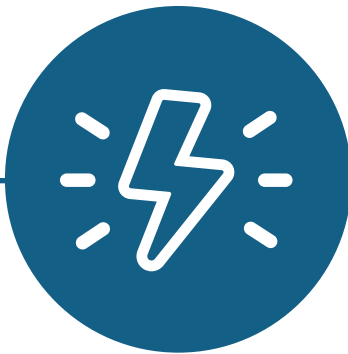
Blair was diagnosed with type 2 diabetes over a year ago and has been working with an endocrinologist to control her blood sugar with medication, diet, and exercise. She has lost approximately 10 pounds since her diagnosis, but she's finding it difficult to lose additional weight.

Blair found this HRA while looking for weight-loss programs on her doctor's website. She's curious if working with a registered dietitian could help her lose weight and get her diabetes under control.



## DOES THE USER HAVE A PRIMARY CARE PHYSICIAN?

YES



### CUSTOMIZED CALL TO ACTION MESSAGES

Focus Call to Action (CTA) messaging on:

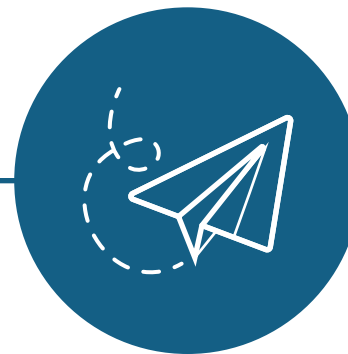
- Appointment scheduling with primary care.
- Weight management programs offered by your organization.



### PHONE CALL FOLLOW UP

Follow up with the user by phone call to:

- Review the results report with them and explain their results.
- Enroll them in any appropriate weight management programs.



### FOLLOW-UP EMAILS

Customize your follow-up email content to explain:

- Lifestyle changes that may help them with their weight loss goals.
- The role of primary care in weight management.



### REVIEW WEIGHT MANAGEMENT OPTIONS

- Users in this group should visit primary care to discuss their options for weight loss and weight management.
- Depending on their BMI and health concerns, some users may be candidates for bariatric procedures.

NO



### CUSTOMIZED CALL TO ACTION MESSAGES

Focus Call to Action (CTA) messaging on:

- Finding a doctor.
- Appointment scheduling with primary care.
- Weight management programs offered by your organization.



### PHONE CALL FOLLOW UP

Follow up with the user by phone call to:

- Find a primary care physician and set up an appointment.
- Enroll them in any appropriate weight management programs.
- Review the results report with them and explain their results.



### FOLLOW-UP EMAILS

Customize your follow-up email content to explain:

- Lifestyle changes that may help them with their weight loss goals.
- The role of primary care in weight management.



### REVIEW WEIGHT MANAGEMENT OPTIONS

- Users in this group should visit primary care to discuss their options for weight loss and weight management.
- Depending on their BMI and health concerns, some users may be candidates for bariatric procedures.

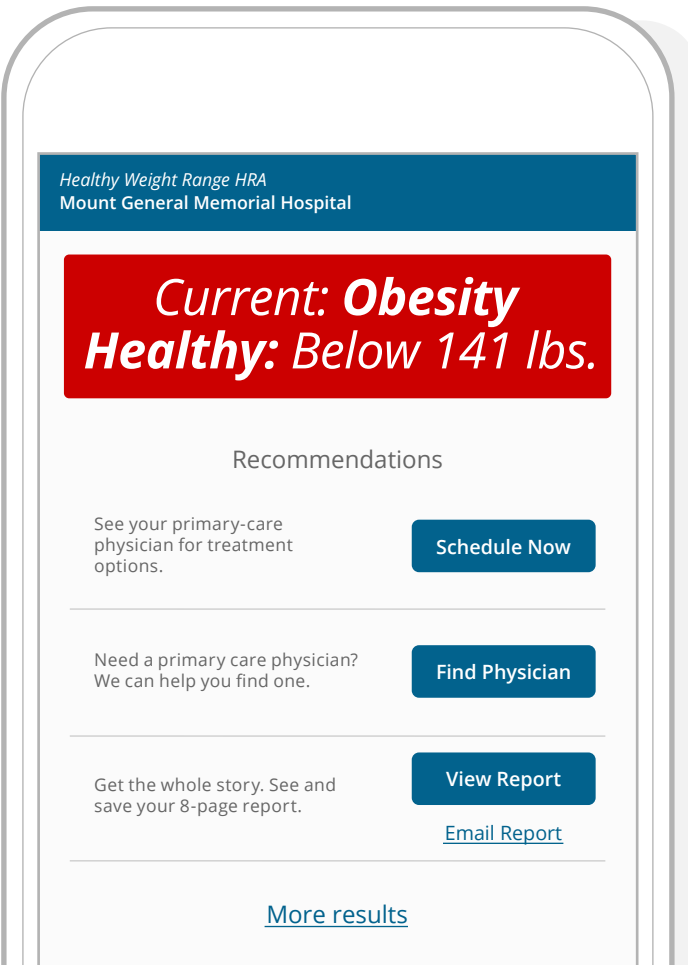
## OTHER CONSIDERATIONS

In addition to being in the obesity weight range, people in this category may have one or more weight-related health concern, or they may report that their weight has an impact on their quality of life.

Weight-related health concerns include:

- Certain cardiovascular conditions
- Type 2 or pre-diabetes
- Issues with breathing, including sleep apnea
- Acid reflux disease, arthritis, or urinary incontinence
- Increased waist circumference
- High blood pressure, abnormal cholesterol, or high blood sugar
- Taking medication to control blood pressure, cholesterol, or blood sugar
- Unknown blood pressure, cholesterol, or blood sugar

Some people in this category may be eligible for weight-loss surgery.







# HEALTHY WEIGHT RANGE HRA

OVERWEIGHT—LOSE WEIGHT



## RISK EXPLAINED

People in this category are overweight (BMI between 25.0 and 29.9) -AND- have reported at least one weight-related health concern.

Weight-related health concerns include:

- Certain cardiovascular conditions
- Type 2 or pre-diabetes
- Issues with breathing, including sleep apnea
- Acid reflux disease, arthritis, or urinary incontinence
- Increased waist circumference
- High blood pressure, abnormal cholesterol, or high blood sugar
- Taking medication to control blood pressure, cholesterol, or blood sugar
- Unknown blood pressure, cholesterol, or blood sugar



## EXAMPLE PERSONA

Shari is a 37-year-old woman. She is 5'2" and 155 pounds, putting her BMI at 28.3. Shari has acid reflux disease, and she has not had her blood pressure, cholesterol, or blood sugar checked at her current weight.

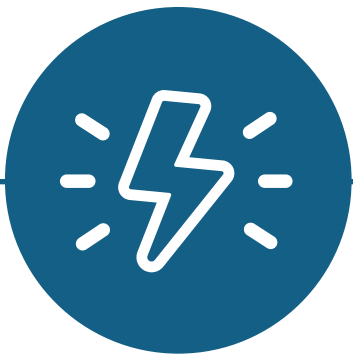
Shari has always been unhappy with her weight but has had a hard time finding a diet and exercise plan that works for her. She has tried low-fat, low-carb, caloric-restricted, and intermittent-fasting diets with limited success.

She's looking for help reaching a healthy weight, but she isn't sure what a good weight goal is or how to get there.



## DOES THE USER HAVE A PRIMARY CARE PHYSICIAN?

YES



## CUSTOMIZED CALL TO ACTION MESSAGES

Focus Call to Action (CTA) messaging on:

- Appointment scheduling with primary care.
- Wellness programs offered by your organization.



## PHONE CALL FOLLOW UP

Follow up with the user by phone call to:

- Review the results report with them and explain their results.
- Encourage them to visit primary care to learn



## FOLLOW-UP EMAILS

Customize your follow-up email content to explain:

- Lifestyle changes that can help with weight loss and weight management.
- Weight loss programs available through your organization.
- Potential health risks of carrying excess weight.
- How to have a conversation with your doctor about your weight.



## ENROLL IN WEIGHT MANAGEMENT PROGRAM

- Users in this group should discuss their options for weight management with primary care.
- Users in this group may benefit from a referral to a dietitian or nutrition specialist.
- In most cases, these users should remain under the care of a PCP to monitor their health concerns.

NO



## CUSTOMIZED CALL TO ACTION MESSAGES

Focus Call to Action (CTA) messaging on:

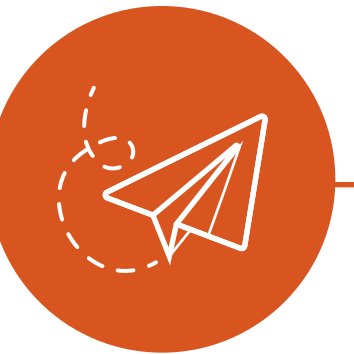
- Finding a doctor.
- Appointment scheduling with primary care.
- Wellness programs offered by your organization.



## PHONE CALL FOLLOW UP

Follow up with the user by phone call to:

- Find a primary care physician and set up an appointment.
- Review the results report with them and explain their results.
- Encourage them to visit primary care to learn



## FOLLOW-UP EMAILS

Customize your follow-up email content to explain:

- Lifestyle changes that can help with weight loss and weight management.
- Weight loss programs available through your organization.
- Potential health risks of carrying excess weight.
- How to have a conversation with your doctor about your weight.



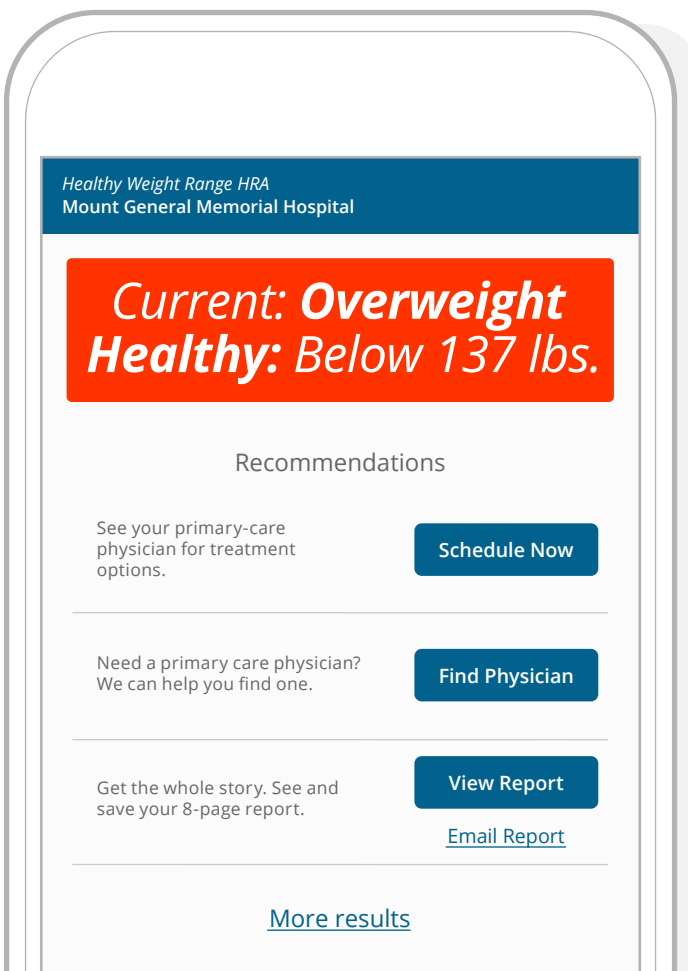
## ENROLL IN WEIGHT MANAGEMENT PROGRAM

- Users in this group should discuss their options for weight management with primary care.
- Users in this group may benefit from a referral to a dietitian or nutrition specialist.
- In most cases, these users should remain under the care of a PCP to monitor their health concerns.

## OTHER CONSIDERATIONS

People in this category may report that their weight has an impact on their quality of life.

Everyone in this category is encouraged to work with a doctor to determine an ideal weight. They are not typically eligible for weight-loss surgery.





# HEALTHY WEIGHT RANGE HRA

OVERWEIGHT—MAINTAIN WEIGHT



## RISK EXPLAINED

People in this category are overweight (BMI between 25.0 and 29.9) -AND- have reported none of the following weight-related health concerns:

- Certain cardiovascular conditions
- Type 2 or pre-diabetes
- Issues with breathing, including sleep apnea
- Acid reflux disease, arthritis, or urinary incontinence
- Increased waist circumference
- High blood pressure, abnormal cholesterol, or high blood sugar
- Taking medication to control blood pressure, cholesterol, or blood sugar
- Unknown blood pressure, cholesterol, or blood sugar

These users are told it's important to avoid gaining any additional weight.



## EXAMPLE PERSONA

Ira is a 59-year-old man. He is 6'1" and weighs 200 pounds (BMI=27.1).

Ira is an avid golfer and bicyclist. He has never been diagnosed with any chronic condition, and his blood pressure, cholesterol, and blood sugar were all in the normal ranges during his last primary care visit.

Ira took this HRA with his wife while visiting a community health fair. He isn't overly concerned about his current weight, but he wants to prevent weight-related illnesses as he gets older.



## DOES THE USER HAVE A PRIMARY CARE PHYSICIAN?

YES



## CUSTOMIZED CALL TO ACTION MESSAGES

Focus Call to Action (CTA) messaging on:

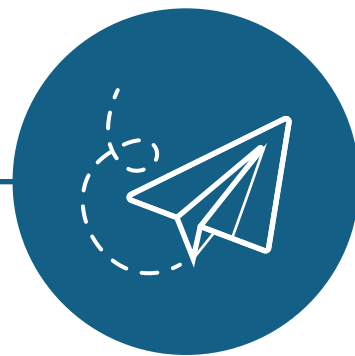
- Relevant health content.
- Scheduling an appointment.



## PHONE CALL FOLLOW UP

Follow up with the user by phone call to:

- Review the results report with them and explain their results.
- Answer any questions they have about weight management.
- Encourage them to discuss their weight with a doctor at their next primary care visit.



## FOLLOW-UP EMAILS

Customize your follow-up email content to explain:

- The importance of staying in touch with primary care.
- Ways to maintain a healthy weight throughout your life.
- How to prevent weight-related concerns, such as diabetes, arthritis, or cardiovascular disease.



## HEALTHY WEIGHT EDUCATION VIA PRIMARY CARE

- These users will likely benefit most from education and resources that will help them maintain their weight.
- Some users may benefit from information about preventing weight-related health concerns as they age.

NO



## CUSTOMIZED CALL TO ACTION MESSAGES

Focus Call to Action (CTA) messaging on:

- Finding a doctor.
- Relevant health content.
- Scheduling an appointment.



## PHONE CALL FOLLOW UP

Follow up with the user by phone call to:

- Establish a primary care relationship.
- Review the results report with them and explain their results.
- Answer any questions they have about weight management.
- Encourage them to discuss their weight with a doctor at their next primary care visit.



## FOLLOW UP-EMAILS

Customize your follow-up email content to explain:

- The importance of staying in touch with primary care.
- Ways to maintain a healthy weight throughout your life.
- How to prevent weight-related concerns, such as diabetes, arthritis, or cardiovascular disease.



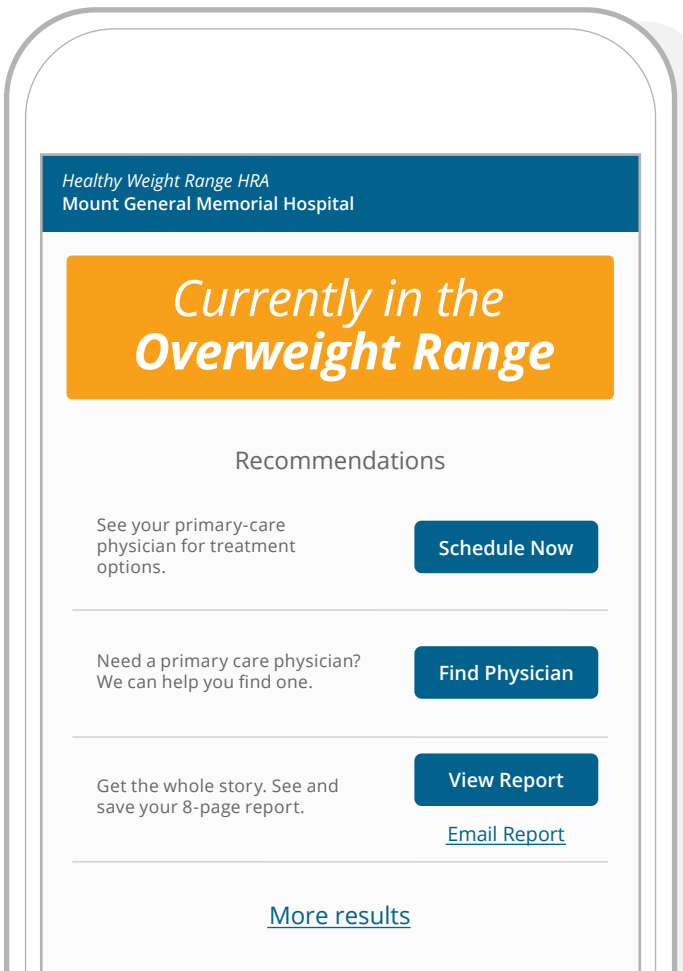
## HEALTHY WEIGHT EDUCATION VIA PRIMARY CARE

- These users will likely benefit most from education and resources that will help them maintain their weight.
- Some users may benefit from information about preventing weight-related health concerns as they age.

## OTHER CONSIDERATIONS

People in this category may report that their weight has an impact on their quality of life.

Everyone in this category is encouraged to work with a doctor to determine an ideal weight. They are not typically eligible for weight-loss surgery.







# HEALTHY WEIGHT RANGE HRA

HEALTHY WEIGHT



## RISK EXPLAINED

People in this category are in the healthy weight range (BMI of 18.5 to 25.9), also called the “normal” weight range.



## EXAMPLE PERSONA

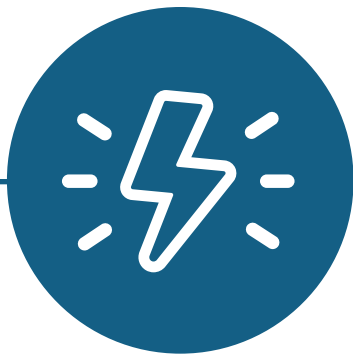
Leeanne is a 54-year-old woman. She is 5’6” and 150 pounds, putting her BMI at 24.2. She is moderately active, but she smokes and drinks alcohol regularly. She also tends to eat several sugary treats and drink a lot of coffee throughout the week.

Despite being in the normal BMI range, Leeanne isn’t satisfied with her current weight and wants to lose 15 pounds. She’s interested in learning tips and tricks to reach a lower weight, and she found this HRA while searching her doctor’s website for weight loss advice.



## DOES THE USER HAVE A PRIMARY CARE PHYSICIAN?

YES



## CUSTOMIZED CALL TO ACTION MESSAGES

Focus Call to Action (CTA) messaging on:

- Relevant health content.
- Health fairs or other upcoming events sponsored by your organization.
- Scheduling an appointment.



## PHONE CALL FOLLOW UP

Follow up with the user by phone call to:

- Review the results report with them and explain their results.
- Answer any questions they have about weight management.
- Encourage them to discuss any concerns they have with a doctor at their next primary care visit.



## FOLLOW-UP EMAILS

Customize your follow-up email content to explain:

- The importance of staying in touch with primary care.
- Ways to maintain a healthy weight throughout your life.
- How to prevent weight-related concerns, such as diabetes, arthritis, or cardiovascular disease.



## HEALTHY WEIGHT EDUCATION

These users will likely benefit most from education and resources that will help them maintain their weight.

They should be encouraged to discuss any concerns they might have during their next primary care visit.

NO



## CUSTOMIZED CALL TO ACTION MESSAGES

Focus Call to Action (CTA) messaging on:

- Finding a doctor.
- Relevant health content.
- Health fairs or other upcoming events sponsored by your organization.



## PHONE CALL FOLLOW UP

Follow up with the user by phone call to:

- Establish a primary care relationship.
- Review the results report with them and explain their results.
- Answer any questions they have about weight management.
- Encourage them to discuss their any concerns they have with a doctor at their next primary care visit.



## FOLLOW UP-EMAILS

Customize your follow-up email content to explain:

- The importance of having a primary care physician.
- Ways to maintain a healthy weight throughout your life.
- How to prevent weight-related concerns, such as diabetes, arthritis, or cardiovascular disease.

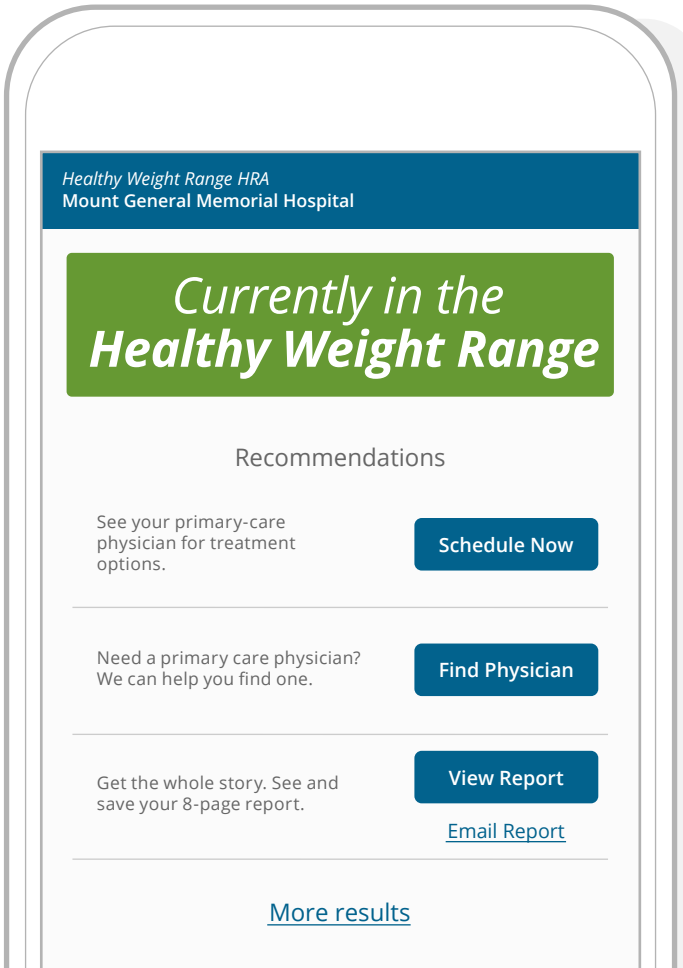


## HEALTHY WEIGHT EDUCATION

These users will likely benefit most from education and resources that will help them maintain their weight.

## OTHER CONSIDERATIONS

Although they are in the healthy weight range, these users may have reported some weight-related health concerns or quality-of-life impact due to their weight. Users in this category who report such problems are informed that reaching their ideal weight may help improve weight-related health concerns or quality-of-life issues.





# HEALTHY WEIGHT RANGE HRA

UNDERWEIGHT



## RISK EXPLAINED

People in this category are underweight (BMI below 18.5).

These users are encouraged to ask a doctor to help them determine an ideal weight. They are also encouraged to talk with a doctor about how their weight impacts their health and their quality of life.



## EXAMPLE PERSONA

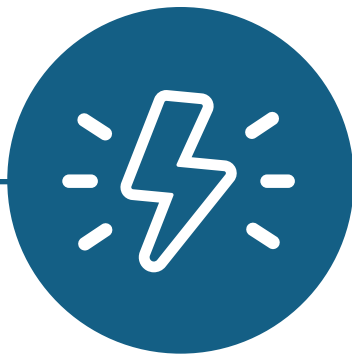
Reese is a 28-year-old woman. She is 5'7" and weighs 115 pounds. She considers herself to be a "health enthusiast" and maintains a plant-based diet of around 1,400 calories per day.

Reese has always been slightly underweight but is interested in lifting weights and starting yoga. She's curious what a good goal weight is and is interested in finding a diet plan that will help her gain muscle mass without adding extra body fat.



## DOES THE USER HAVE A PRIMARY CARE PHYSICIAN?

YES



## CUSTOMIZED CALL TO ACTION MESSAGES

Focus Call to Action (CTA) messaging on:

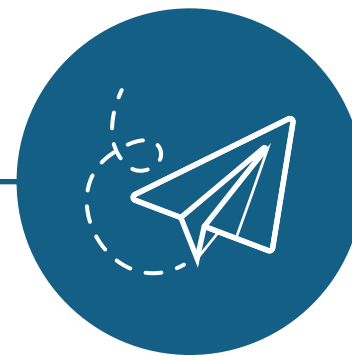
- Relevant health content.
- Health fairs or other upcoming events sponsored by your organization.
- Relevant health content.



## PHONE CALL FOLLOW UP

Follow up with the user by phone call to:

- Review the results report with them and explain their results.
- Answer any questions they have about their healthy weight range.



## FOLLOW-UP EMAILS

Customize your follow-up email content to explain:

- The importance of staying in touch with primary care.
- Ways to maintain a healthy weight throughout your life.
- When it's time to see a doctor about being underweight.



## HEALTHY WEIGHT EDUCATION

- These users will likely benefit most from education and resources that will help them maintain their weight, or even gain additional weight if necessary.
- They should be encouraged to discuss any concerns during their next primary care visit.

NO

## GOAL: ESTABLISH RELATIONSHIP WITH PRIMARY CARE



## CUSTOMIZED CALL TO ACTION MESSAGES

Focus Call to Action (CTA) messaging on:

- Finding a doctor.
- Relevant health content.
- Health fairs or other upcoming events sponsored by your organization.



## PHONE CALL FOLLOW UP

Follow up with the user by phone call to:

- Establish a primary care relationship.
- Review the results report with them and explain their results.
- Answer any questions they have about their healthy weight range.



## FOLLOW-UP EMAILS

Customize your follow-up email content to explain:

- The importance of having a primary care physician.
- Ways to maintain a healthy weight throughout your life.
- When it's time to see a doctor about being underweight.



## HEALTHY WEIGHT EDUCATION

- These users will likely benefit most from education and resources that will help them maintain their weight, or even gain additional weight if necessary.
- They should be encouraged to discuss any concerns during their next primary care visit.

## OTHER CONSIDERATIONS

In addition to being underweight, these users may have reported some weight-related health concerns or a quality-of-life impact due to their weight.

