



weight watchers
reimagined

Referring your patients to WW

A guide to quick and effective referrals

By Dr Ravi Assi (MChem, M.D.) & Zoe Griffiths (Bsc Hons, RD)

Step 1: Start the conversation

Start by weighing your patient. Initiating a conversation about weight could sound like:

- ‘Whilst you’re here, can I check your weight?’ or
- ‘Do you mind if I weigh you?’

Establish their weight status by calculating BMI.

Step 2: Have an effective referral conversation

‘How’s it going with the weight?’

Well, I’m trying to eat less...but it’s not shifting

‘We know it’s difficult to lose weight, but did you know that the best way to lose weight is to go to a weight management service, like WW?’ (upwards intonation)

‘I think this would be a really good thing. They’re local and at all different times of the day so we can find one that fits with you’

‘I’m very pleased to say that today we’ve got the option to offer you a free referral to WW’

‘Would you be willing to give it a go?’ (upward intonation)

Step 3: Key points

- Sound up-beat – it’s a positive thing
- Keep information factual about the programme
- Upwards intonation (where indicated) is really important, as it strongly facilitates a ‘yes’ response
- Keep conversation brief < 30 seconds and state the referral is FREE in first few sentences
- Be confident in what you say and your recommendations about the programme as it helps build confidence

Step 4: React to your patient’s response. If your patient:

Has a positive reaction

- Inform patient of next steps and how to access the referral
- Suggest a follow up appointment with you, this helps with patient motivation

Has a receptive but non committal reaction

- Show acceptance of patients wishes and acknowledge difficulties of weight loss
- Reemphasise you want to work together to help them achieve a healthier weight
- Suggest a follow up appointment to monitor

Doesn’t want to engage

- Show acceptance of patients wishes
- Reoffer support should they change their mind
- Do not force the issue, leave the conversation on an open ending

94%

of members would
recommend WW
to their friends
and family.