



Gastroenterology Practice Finds the Ideal Protein Protocol Complements Patient Management

“With new emerging technologies, we felt that we needed to offer our patients a medically sound approach that would complement endoscopic bariatrics. We did extensive research before selecting the Ideal Protein Protocol.”

- Gastroenterology Associates, Pasadena, CA - www.pasadenagastro.net - A division of inSite Digestive Healthcare



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Gastroenterology Associates has been serving patients with digestive diseases since 1978. Founder Glenn Littenberg, M.D. and his four colleagues routinely see patients with colon cancer, diverticulosis, gastroesophageal reflux disease and other conditions. Although the practitioners often counsel patients on diet, weight management has not been offered through the practice until recently. He estimates that 70 to 80 percent of his patients are overweight or obese.

Endoscopic bariatric surgery is one of the most recent developments in weight loss surgery. Unlike laparoscopic bariatric surgery, which is performed through tiny incisions, endoscopic bariatric surgery is performed using long, slim instruments inserted through the mouth. As with conventional bariatric surgery, success using an endoscopic approach still depends on lifestyle modifications and a weight loss program to achieve goal weight.

Recognizing the importance of providing patients with a post-surgery weight loss management protocol, Dr. Littenberg collaborated with his associate Casey Fu, M.D., Ph.D., who holds her doctorate from UCLA in Nutrition Science. Together, the two began researching weight loss

programs and eventually found the Ideal Protein Protocol, a medically designed protocol for weight loss and weight maintenance.

“We were looking at other mainstream medical practices that were offering weight management,” he says. Ideal Protein fit their criteria on several fronts. “First, it’s intended to be offered by health care practitioners,” Dr. Littenberg notes.

“Secondly, the variety and quality of Ideal Protein products make it quite appealing to dieters. The protocol is not as restrictive as some other diets, and the support is an important component, as well.”

Weekly visits to pick up their products means that each dieter is seeing the nutritionist on a frequent basis.”

Dr. Littenberg adds that the cost of Ideal Protein products is about the same as a dieter’s regular grocery bill.

So far, all the new referrals to the Ideal Protein Protocol have come from the practitioners at Gastroenterology Associates. The protocol is designed so that dieters progress through four

weight loss phases before reaching their goal weight.

Since many of the diseases Dr. Littenberg treats are associated with being overweight, he recommends the Ideal Protein Protocol as part of the patient treatment plan. “We bring the protocol up as an alternative for patients, but it’s not a hard sell,” he says. The clinic is currently seeing 50 Phase 1 dieters. The practitioners initially review each dieter’s history and physical before referring them to the program.

Before they started offering the Ideal Protein Protocol to patients, three of the five practitioners and several staff members began using it. That was before Labor Day 2015, and by December, Dr. Littenberg had lost 35 pounds. “We wanted to ensure that the protocol would be well-tolerated by patients. Everyone who started it lost weight,” he says.¹

Since opening the protocol to patients, Dr. Littenberg says they have seen real successes. “One older gentleman who started the program was using very high dosages of insulin,” he states.





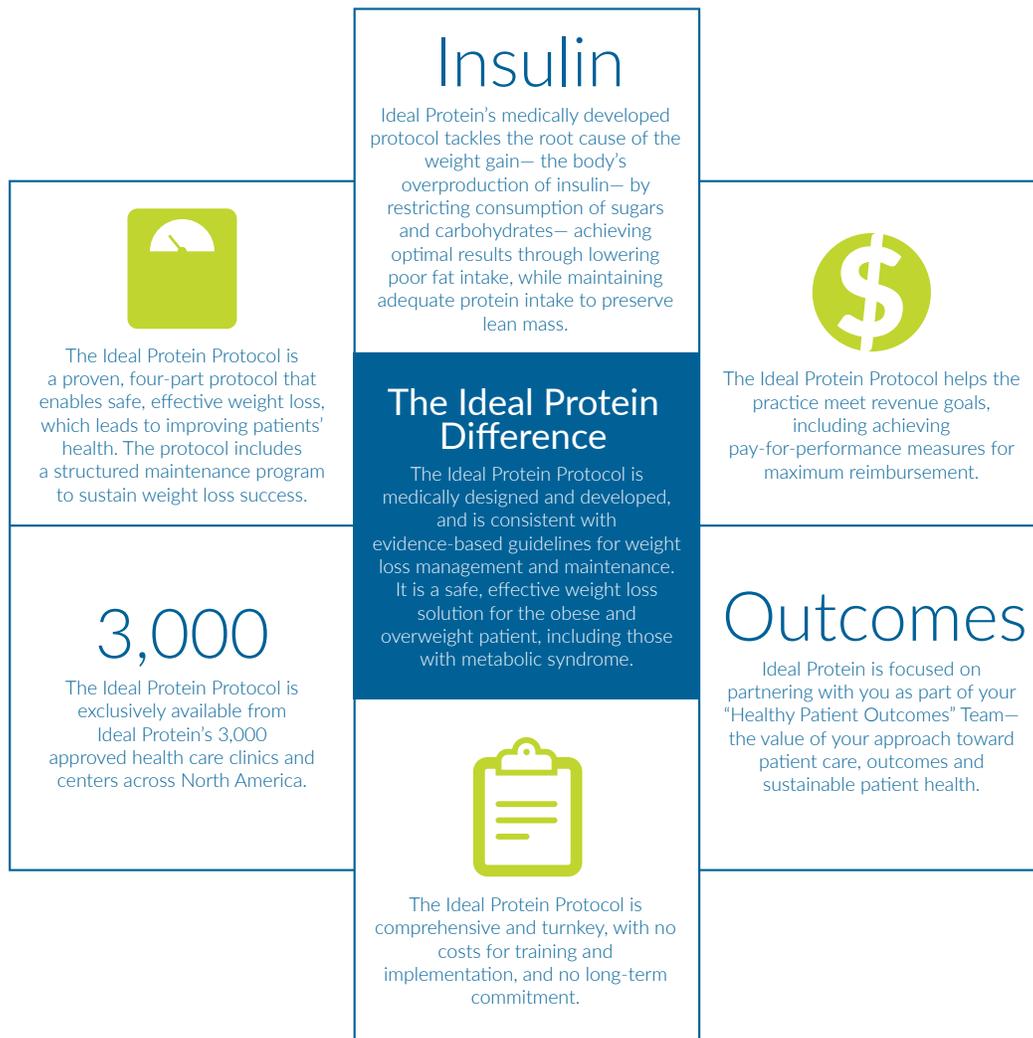
“Within a week, we saw a marked reduction in the amount of insulin he required. As he lost more weight, he was also able to come off his high blood pressure medication.”²

With results like these, the practitioners are ready to get the word out to other referring physicians. Dr. Littenberg notes that it is still quite rare for medical practices to offer weight loss.

“So much of what we do involves intensive diet advice and a plan that helps patients meet their health goals.

We want other physicians to know they are not losing a patient to us, they are gaining a resource for better patient outcomes.” Says Dr. Fu,

“Weight management should be a natural extension of the gastroenterologist practice, and the Ideal Protein Protocol provides the right tools.”³



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