



## Hospital-based program brings new approach to weight loss with Ideal Protein

*“The Ideal Protein Protocol is so different from what we were taught as dietitians. But what we had been teaching our patients about carb intake wasn’t really working. I realized through my own research that the science is there to support the results of the Ideal Protein Protocol.”*

- Paula Brown, RD, Clinic Coordinator



Slidell Memorial Hospital is a 229-bed acute care community hospital located 35 miles northeast of New Orleans in the heart of Slidell, LA. A full service hospital offering emergency services, obstetrics, oncology, orthopedics, cardiovascular care and neurology, Slidell Memorial and its medical staff of 250 physicians has been serving the community for 55 years. It recently announced a strategic partnership with Ochsner Health, Louisiana’s largest non-profit, academic healthcare system.

### The Launch of the Ideal Protein Protocol in a Community-Based Hospital

Paula Brown, RD was serving as Slidell Memorial Hospital’s Chief Clinical Dietitian and outpatient diabetes educator when she was asked by the hospital’s CEO to look into the Ideal Protein Protocol, a medically-designed protocol for weight loss and weight maintenance. “Slidell Memorial’s mission is to improve the quality of life in our community,” she says. “Many times, our physicians would recommend that their patients lose weight, but we did not have a resource to refer to that was reliable and effective. Our CEO met a couple of administrators from other facilities who had had personal success with the Ideal Protein Protocol, then became aware of the clinic affiliated with Woman’s Hospital in Baton Rouge. He asked me if I would investigate Ideal Protein and what it would take to start the protocol at Slidell Memorial.”

Paula was hesitant at first. “When I realized that it was a low-carbohydrate, ketogenic

approach, my first thought was ‘No, can’t do this. It’s not what we were taught as dietitians.’ But then my next realization was ‘Maybe I need to be open-minded and find out more about the protocol.’” Brown met with her dietitian counterpart at the hospital in Baton Rouge, where the Ideal Protein Protocol was thriving and enjoying successful outcomes. “She assured me it was safe,” Brown says. She decided to do some research on her own, and found that there was indeed clinical evidence to support the science behind the protocol.



That was in mid-2013 and at Thanksgiving that year, Brown coordinated a test run with 18 dieters. The program was so successful that Slidell Memorial officially opened its own Ideal Protein clinic to the community in January 2014.

“We’ve seen some real success stories,” Brown declares. “One woman weighing 247 pounds tried to lose weight on her own and hit a plateau at 217. She came to us and got down to 150 pounds in one year. She’s maintaining at 155 and frequently participates in runs. Her life was changed.” Another gentleman in his

early 70s was on 200 units of insulin every day. After his weight loss, his insulin use went down to only 30 units per day. One of the best case studies turned out to be the hospital’s own Chief Operating Officer. He started the protocol at 215 pounds and within two weeks, was able to cut his blood pressure medication in half. At 62 years of age, he reduced his weight to 175, a 40 pound loss.”<sup>1 2</sup>

Brown says the program at Slidell started with just herself and one other coach, and an initial goal of 20 program dieters starts per month. They now see 150 dieters a week, have four coaches and have just added Saturday hours for a schedule of six days per week. “We are a community of commuters,” she explains. Most people in Slidell travel into New Orleans for work. So, Saturday hours have been very popular.”The program has grown despite the lack of a marketing budget, with word of mouth serving as the biggest referral source.

### Turnkey Start-Up and Healthy Profits

*“In our first year, we more than made the budget,” Brown notes. Her assigned Ideal Protein representative provided a training and coaching manual, and educational videos helped bring her up to speed on administering the protocol in very short order.*





Brown says, “At the beginning, one of the biggest challenges was knowing what to order, but our rep helped us with that too. We now are seeing about a 28 percent total profit on the protocol.” For hospitals especially, that is a very healthy return on investment.

“Dieters seem to be drawn to a hospital-based protocol,” Brown notes. We have dietitians with three to five years of experience working with them.

We contact their physicians on their behalf when there is a need. That adds credibility to our program.”

“Everything I have learned as a dietitian, I have been able to apply to my interactions with patients. There is so much more to the Ideal Protein protocol than just selling the product and weighing our dieters,” Brown adds. “It’s been a wonderful

experience for me and my staff, seeing our clients being successful at losing the weight and learning to keep it off.”



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