

BUILD A MORE VALUABLE WEIGHT- MANAGEMENT SERVICE

01 / YOU PROVIDE
THE CLINICAL CARE.

02 / BODYPOWER PROVIDES
THE COACHING
INFRASTRUCTURE.

Add structured nutrition, strength and behaviour-change coaching to your patient pathway — without building your own coaching department.

THE MEDICATION IS ONLY PART OF THE JOURNEY.

**01 / THE PHARMACY
MANAGES THE MEDICINE.**

**02 / BODYPOWER HELPS
THE PATIENT MANAGE THE
LIFESTYLE AROUND IT.**

Patients still need practical support around nutrition, protein, strength, physical activity, behaviour change and maintenance.

THE SUPPORT GAP IS WHAT HAPPENS BETWEEN THE PRESCRIPTIONS.

03 / FOUR REASONS TO ADD BODYPOWER.

01 / ENGAGEMENT KEEP PATIENTS CONNECTED

Weekly contact, tracking and accountability between clinical reviews.

02 / OUTCOMES SUPPORT BETTER-QUALITY WEIGHT LOSS

Put protein, strength and physical capability at the centre of support.

03 / CAPACITY PROTECT PHARMACIST TIME

BodyPower handles recurring lifestyle coaching conversations.

04 / COMMERCIAL VALUE COMPETE ON MORE THAN PRICE

Offer a more complete programme and an additional revenue opportunity.

04 / WHY BODYPOWER.

Founded by Nick Orton — creator of BodyPower and The Pharmacy Show at NEC Birmingham.

Nearly two decades across health, fitness, performance and consumer wellbeing.

01 / ESTABLISHED 2008

**HEALTH. FITNESS.
PERFORMANCE.**

02 / TODAY

**STRUCTURED
METABOLIC-HEALTH
COACHING.**

05 / TWO TEAMS. TWO CLEAR RESPONSIBILITIES.

01 / YOUR PHARMACY

CLINICAL CONTROL

ASSESSMENT + ELIGIBILITY

PRESCRIBING + TITRATION

MONITORING + PATIENT SAFETY



02 / BODYPOWER

COACHING LAYER

NUTRITION + PROTEIN

STRENGTH + PHYSICAL ACTIVITY

BEHAVIOUR + ACCOUNTABILITY

TOGETHER

A MORE COMPLETE WEIGHT-MANAGEMENT SERVICE

The pharmacy remains clinically in control. BodyPower provides the coaching layer around treatment.

06 / STOP COMPETING ONLY ON THE PRICE OF THE JAB.

When multiple providers offer the same medication, patients can compare prices in seconds.

01 / MEDICATION-ONLY

£229. £219. £209.

A RACE TOWARDS PRICE.

02 / WITH BODYPOWER

**COMPETE ON THE
QUALITY
OF THE PROGRAMME.
NOT SIMPLY THE PRICE OF THE PEN.**

THE DIFFERENCE IS THE SUPPORT AROUND THE PRESCRIPTION.

07 / WHAT COULD 100 BODYPOWER PATIENTS MEAN FOR YOUR PHARMACY?

ILLUSTRATIVE EXAMPLE

£21,600

POTENTIAL ADDITIONAL ANNUAL GROSS CONTRIBUTION

Before the pharmacy's own costs and taxes. Figures are illustrative and partner pricing varies by volume, service configuration and commercial structure.

£50

Enhanced programme charge per patient / month

=

£32

Illustrative BodyPower partner fee / month

£18

Potential pharmacy gross contribution / month

WITH 100 BODYPOWER PATIENTS

£5,000 patient revenue – £3,200 service fee =
£1,800 monthly contribution

AND THAT IS BEFORE CONSIDERING THE POTENTIAL VALUE OF STRONGER PATIENT ENGAGEMENT AND RETENTION.

08 / STARTING TREATMENT IS ONLY HALF THE CHALLENGE.

Keeping appropriate patients engaged matters too.

Long-term persistence remains a significant challenge within medication-supported weight management.

**CONSISTENT WEEKLY
TRACKING**

+

**HEALTH-COACH
COMMUNICATION**

were amongst the strongest positive predictors of longer-term adherence and weight loss.

**WEEKLY CONTACT → ENGAGEMENT
→ CONTINUATION**
**BODYPOWER BUILDS THAT
ENGAGEMENT INTO THE SERVICE.**

09 / WEIGHT LOSS IS NOT THE SAME AS FAT LOSS.

Significant weight loss can include lean tissue as well as body fat. That makes nutrition and resistance exercise increasingly important.

WEIGHT LOST	QUALITY OF WEIGHT LOST
KILOGRAMS ONLY	STRONGER. HEALTHIER. MORE CAPABLE.

PROTEIN	STRENGTH
Maintain appropriate intake despite reduced appetite.	Encourage physical capability beyond the scales.
RESISTANCE TRAINING	PHYSICAL ACTIVITY
Introduce appropriate strength training.	Help patients become progressively more active.

10 / COACHING CANNOT PREVENT PHARMACOLOGICAL SIDE EFFECTS.

**But good support can help patients manage the
everyday experience of treatment.**

Common everyday challenges often require practical adjustments around meal size, eating speed, hydration, food choices, fibre intake and reduced appetite.

LIFESTYLE ISSUE

BODYPOWER

Nutrition habits
Protein intake
Exercise routines
Behaviour change
Accountability

CLINICAL ISSUE

PRESCRIBER

Diagnosis
Medication change
Titration
Clinical monitoring
Patient safety

11 / LET PHARMACISTS SPEND MORE TIME BEING PHARMACISTS.

Weight-management patients naturally have questions. They are important – but they do not all require valuable pharmacist consultation time.

WHAT SHOULD I EAT?

HOW MUCH PROTEIN?

SHOULD I EXERCISE?

AM I LOSING MUSCLE?

HOW DO I MAINTAIN
RESULTS?

HOW ACTIVE SHOULD I
BE?

MORE PATIENT SUPPORT.

**WITHOUT TURNING YOUR PHARMACISTS INTO
COACHES.**

12 / A SIMPLE PATHWAY FROM REFERRAL TO ONGOING SUPPORT

01 / REFER

Patient enters through the agreed pharmacy referral process.

02 / ONBOARD

BodyPower collects the information required for coaching.

03 / CONSULT

30-minute consultation with a senior UK-based coach.

04 / PLAN

A personalised coaching programme is created.

05 / COACH

Weekly structured 20-minute coaching check-in.

06 / MONITOR

Progress, engagement and behaviours are reviewed.

07 / ESCALATE

Clinical issues go back to the prescribing team.

08 / MAINTAIN

Support continues into longer-term maintenance.

13 / THIS IS A HUMAN COACHING SERVICE.

Not simply an app or content library.

Every BodyPower patient receives structured human support around nutrition, movement, strength, accountability, monitoring and maintenance.

30-MINUTE INITIAL CONSULTATION

with a senior UK-based coach.

PERSONALISED COACHING PLAN

built around nutrition, movement, strength and behavioural priorities.

WEEKLY 20-MINUTE CHECK-IN

approximately four times every month.

DEDICATED COACH

providing ongoing support and accountability.

CLINICAL ESCALATION

when an issue falls outside the coaching scope.

14 / DON'T BUILD ANOTHER DEPARTMENT.

PLUG INTO OURS.

Building an internal coaching service requires recruitment, training, supervision, scheduling, protocols, documentation, QA, capacity planning and reporting.

BodyPower manages this infrastructure for you.

SENIOR UK COACHING TEAM

Initial consultations
Programme oversight
Quality standards

BODYPOWER COACHING TEAM

Nutrition support
Strength and activity coaching
Behaviour support

BODYPOWER OPERATIONS

Onboarding
Scheduling
Administration
Capacity planning
Provider reporting
Quality assurance

15 / DESIGNED TO WORK ALONGSIDE CLINICAL CARE.

BODYPOWER DOES NOT:

- Diagnose medical conditions**
- Prescribe medication**
- Change medication doses**
- Recommend titration**
- Replace medication reviews**
- Replace clinical monitoring**
- Provide medical treatment**

BODYPOWER DOES:

- Provide structured coaching**
- Support nutrition and protein intake**
- Support resistance training**
- Support physical activity**
- Support behaviour change**
- Provide weekly accountability**
- Escalate back to healthcare professionals**

16 / FAQ / OUTCOMES & CLINICAL QUESTIONS

WILL PATIENTS BE MORE LIKELY TO CONTINUE TREATMENT IF THEY HAVE A COACH?

Evidence links tracking and health-coach communication with longer-term adherence. BodyPower provides regular structured engagement, but cannot guarantee persistence.

CAN BODYPOWER REDUCE SIDE EFFECTS?

BodyPower cannot prevent pharmacological side effects. Coaches help patients implement everyday eating, hydration and nutrition strategies.

WILL A BODYPOWER PATIENT MAINTAIN MORE MUSCLE?

No individual outcome can be guaranteed. Protein and resistance training are central behaviours for supporting lean-mass preservation.

DOES BODYPOWER REPLACE A DIETITIAN OR HEALTHCARE PROFESSIONAL?

No. Coaches work within competence and escalate when regulated clinical input is required.

17 / FAQ / PHARMACY & COMMERCIAL QUESTIONS

WILL BODYPOWER REDUCE PRESSURE ON OUR PHARMACISTS?

Yes – for recurring lifestyle coaching. The pharmacy retains clinical responsibilities.

WILL BODYPOWER COMPETE WITH OUR PHARMACY FOR THE PATIENT?

No. The model is designed to strengthen the partner's own service, not redirect patients.

CAN WE BRAND IT AS PART OF OUR OWN PROGRAMME?

Yes. Clinical care can sit under your pharmacy brand, with coaching powered by BodyPower.

HOW CAN WE CHARGE FOR THE SERVICE?

As an optional upgrade, a premium programme component or integrated into your standard service.

HOW MUCH MANAGEMENT DOES THE PHARMACY NEED TO PROVIDE?

Very little. BodyPower manages onboarding, scheduling, coaching capacity and agreed reporting.

18 / FAQ / OPERATIONS & SCALE

HOW ARE PATIENTS REFERRED?

The pathway can be configured around the provider: secure digital referral, QR code, pharmacist referral, online journey, customer-service referral or integration.

WHAT INFORMATION CAN OUR PHARMACY RECEIVE?

Subject to governance and consent, reporting can include referrals, uptake, weekly engagement, check-ins, continuation, satisfaction, utilisation and escalations.

HOW MANY PATIENTS CAN BODYPOWER SUPPORT?

The model scales through structured coaching teams with controlled active caseloads. Additional capacity is added as partner volumes increase.

CAN WE BEGIN WITH A SMALLER GROUP?

Yes. Providers can begin with a defined patient population before extending access across the wider service.

19 / THE WEIGHT-MANAGEMENT MARKET IS GROWING.

WILL YOUR SUPPORT INFRASTRUCTURE GROW WITH IT?

More patients are entering medically supported weight management. New treatment options continue to emerge. Competition is increasing. Medication pricing is increasingly transparent. Patient expectations are rising.

THE CONVERSATION IS MOVING BEYOND:

“HOW MUCH WEIGHT DID I LOSE?”

How healthy was the weight loss?
Did I maintain my strength?
Was my nutrition appropriate?
Did I become more active?
Can I maintain my results?
Did I feel supported?

20 / BUILD A BETTER WEIGHT-MANAGEMENT SERVICE.

Without building another department.
Without using pharmacist time for weekly lifestyle coaching.
Without interfering with the clinical relationship.

YOU PRESCRIBE.

BODYPOWER COACHES.

**YOUR PATIENT RECEIVES
MORE SUPPORT.**

**YOUR SERVICE BECOMES
MORE VALUABLE.**

BODYPOWER PHARMACY PARTNERS

For pharmacies, pharmacy groups, online prescribing services and weight-management providers.

21 / EVIDENCE-INFORMED SUPPORT

The principles underlying BodyPower Metabolic Health Support are informed by emerging evidence around modern obesity treatment, weight-loss quality, patient engagement and behavioural support.

Full reference details can be provided alongside the brochure or through the BodyPower Pharmacy Partner information pack.

COACHING & ENGAGEMENT

Weekly tracking and health-coach communication as predictors of adherence and weight loss.

UK REAL-WORLD OUTCOMES

Large-scale tirzepatide data demonstrating substantial weight-loss outcomes.

MUSCLE & LEAN MASS

Incretin-based treatment and meaningful lean-mass loss during weight reduction.

TREATMENT SUPPORT

Nutrition and hydration strategies for common GLP-1 gastrointestinal challenges.

CLINICAL + BEHAVIOURAL SUPPORT

Clinical and behavioural support as complementary components of medication-supported care.

BODYPOWER HERITAGE

Established in 2008 across health, fitness, strength, performance and education.