The Physician’s Guide to Marketing & Advertising

Helpful hints to support your business
Dear Medifast Physician,

Enclosed you will find many helpful hints and advertising guides to support your clinical business. The Medifast Physician’s Guide to Marketing and Advertising is a resource to help you successfully meet industry challenges. It provides an overview of basic marketing practices to help build and promote your Medifast Program.

Medifast is committed to the success of your practice and your patients. Together, we can help people achieve their weight management and nutritional goals. If you have any questions or concerns please contact our professional services department at (800) 275.3633.

Warmest Regards,
Medifast, Inc.
MARKETING TOOLS/MATERIALS

PRINT ADVERTISEMENTS

The Medifast print advertisements are saved on the
accompanying advertising CD as Adobe PDF files. 
These files may be viewed using Adobe Acrobat 
Reader. If you do not have this program it can be
You may personalize the entire contact information 
area of the ads. You will not be able to save your 
personalized ad unless you have an Adobe Acrobat 
Writer program. However, you can send the chosen 
PDF ad along with your personalized contact 
information to the publication in which you wish to 
run the ad. Typically, they can insert your contact 
information. If the publication cannot perform this 
service, you may e-mail your contact information and 
ad choice to Doctors@ChooseMedifast.com. Please 
allow 1-2 business days for customization.

IMAGE CD

The Medifast Physician Image CD contains many 
product pictures, logos, and other images. If you 
have Adobe Photoshop, Quark Xpress, or another 
design program, you can use these images to create 
your own ads. If you do not have such a program, 
you may have someone else, such as an ad agency, 
use these images to create an ad for you. Any 
advertisements not provided by Medifast must be 
submitted for approval prior to running. Please print 
the Co-op Advertising Agreement Form, Request for 
Advertisement Approval Form, and Fax Cover Sheet, 
which can be found on the Advertising CD, or copy 
them from this book. Please fax your completed 
documents to (410) 581-8070 Attention: Marketing. 
You may also e-mail proofs to 
Doctors@ChooseMedifast.com.

CORPORATE COUPON REIMBURSEMENT

If a patient brings in a Medifast coupon issued 
on a Corporate Medifast advertisement, you may 
honor the coupon towards Medifast products and 
complete the Co-op Coupon Reimbursement Claim 
Form (page 14). Coupon reimbursement claims 
may be submitted at the end of each quarter. 
Reimbursement is defined as credit toward a future 
product purchase. The company will credit your 
account based on Medifast wholesale pricing 
schedules. Fax the completed form along with a 
copy of the patient's invoice and the coupon to 
(410) 581-8070 Attention: Marketing. Please do not 
honor the coupon unless the patient presents it at 
your office by the expiration date.
Advertising Policies and Procedures

Medifast has created the Co-op Advertising Program to assist with the promotion of your Medifast practice and help your business grow. The Medifast Co-op Advertising Program will provide your clinic with the competitive edge you’ve been looking for.

How It Works

Medifast credits your account for 50% of advertising placement costs, up to 3% of your net purchases of Medifast products for the calendar year, for eligible clinics and offices. This credit may be used for future Medifast purchases only.

For example: If you purchase $100,000 of Medifast products in 2008 and you spend $6,000 on advertising, you would receive $3,000 in credit towards a future Medifast purchase.

Eligibility

Simply fill out the Medifast Co-op Advertising Agreement Form (page 13) and fax it to Medifast at (410) 581-8070 for approval.

Reimbursement

Medifast will provide reimbursement for most traditional methods of promotion. Reimbursement for non-traditional methods of promotion, such as direct mail, should be discussed with the Medifast Marketing Department prior to the launch of your campaign. Medifast will provide approval for your advertisement based on our discretion. Simply fill out the Request for Advertisement Approval Form (page 12) and fax it to Medifast at (410) 581-8070.

You must submit a Co-op Reimbursement Claim Form by December 1 of each calendar year. Medifast will process your claim and credit your account for future purchases by December 15.

NOTE: If you are requesting reimbursement for an ad running in December, you are permitted to submit a quote from the company with whom you have purchased the spot as proof of performance.

Requirements

If you choose to create your own ad, fax a Co-op Advertisement Pre-Approval Form to Medifast along with a copy of the ad or script. Approval is required prior to public display. Failure to have ads pre-approved will result in ineligibility for reimbursement.

Procedure

1. Fax the signed Request for Advertisement Approval Form to the Medifast Marketing Department. You will receive an e-mail confirmation within three (3) business days.
2. After receiving approval from Medifast you may place the ad and run it as many times as you like.
3. Complete your Co-op Reimbursement Claim (to be filed by December 1 of each year). You must provide proof of performance such as a tear sheet or copy of the ad and invoice.
MARKETING YOUR MEDIFAST PROGRAM

FINDING YOUR TARGET AUDIENCE

It is unlikely that you would treat a patient without knowing his or her medical history. Similarly, you should not delve into promoting your Medifast Program without knowing your target audience.

Your target audience is the group you want to inform about a service, product, or, in this instance, your Medifast Program. It is the group most likely to need and benefit from the services offered through your Medifast Program. Once you have identified your audience, you will be able to develop a marketing plan that effectively combines public relations and advertising.

DEVELOPING MESSAGE POINTS

How do you want to be perceived by your target audience? What would you like to communicate?

Consumers often cannot distinguish one weight-control program from another. It is your job to help them understand the difference. Develop key message points to convey to your target audience. These points should be the underlying message in every advertisement or communication tool used in marketing your Medifast Program.

A few message points that should be standard for any Medifast practice are:

- Medifast is a clinically proven program for the treatment of overweight and obesity, complete with physician supervision and medical monitoring.
- Medifast is a weight-management program, not just a product.
- If you are 20% or more over ideal body weight, see your physician.
- The Medifast Program promotes continuity of care and the one-on-one relationship between patient and physician.

USING THE MEDIFAST MARKETING GUIDE

Word of mouth can be your best referral source – or your worst enemy. Statistics indicate that for every good experience a patient has, he or she will tell five people; for every bad experience, he or she will tell ten people. So keep your patients happy and informed.

You may also want to include information about the Medifast Program in your company or inter-office newsletter. The newsletters should also be placed in your waiting room for easy accessibility by all patients, as well as distributed at health fairs and community events.

ISSUING PRESS RELEASES

Press releases serve as “teasers” to let editors, reporters, and producers know that your Medifast Program is offering something special. Press releases should be double spaced and, ideally, no more than one or two pages in length. You do not have to pay for placement of a press release, nor is an editor obligated to use the release or pursue the story.
When you have a press release to issue, follow the steps outlined below to ensure that it is forwarded to the appropriate person.

- Contact the newspaper(s) in your area to identify feature editors and reporters as well as their fax numbers or e-mail. These individuals determine which stories will be included in various sections of the newspaper.

- Fax or e-mail a copy of your press release to the appropriate person. Always follow up to confirm that the press room received your release.

Your patients and professional colleagues should be among the first to know that you are offering Medifast. This guide contains a variety of items to help you inform them. Sample press releases may be found on pages 10 - 11.

TIMELY TIPS

The following are suggestions for special events and press releases to help build community awareness of your Medifast Program. The ideas can help increase patient loyalty to your Medifast Program and leave them with a great feeling about “their” Medifast Program. Ideas noted with an asterisk (*) indicate that you should write a press release to generate local media interest and coverage.

- Sponsor free orientations and health screenings, including nutrition assessments.*

- Take “before and after” pictures of Medifast patients to display in your waiting area.

- Participate in community fairs and health exhibits.*

- Arrange for the medical director of your Medifast Program to participate in grand rounds at the local hospital to present obesity-related health issues to other physicians.

- Host a one-month promotion: For every 10 canned goods a prospective patient brings to your clinic, he will receive a 10 percent discount on the initial medical evaluation. In turn, donate the canned goods to a shelter or food bank.*

- Set up a speaker bureau comprised of physicians, dietitians and, counselors who are qualified to talk about health and nutrition. Keep the list of names on file with civic organizations, auxiliary groups, school associations, churches, etc. *

- Call the Human Resources or Personnel Department of nearby corporations to identify whether the corporation has a need for a weight-control program. If they do, work with that company to begin offering Medifast to its employees.
ASPECTS OF ADVERTISING

One way to increase awareness of your Medifast Program is through advertising. This marketing and advertising guide contains an advertising CD with Medifast advertisements, images, and radio scripts. Just follow these easy steps.

1. Contact the newspaper or magazine in which you would like to place an ad and request a media kit. The media kit contains the publication’s circulation, readership, and demographics. It also contains a rate card with advertising costs.

2. Review the media kit to see if the demographics match your target audience.

3. Work with the ad department to determine how much it will cost to run the ad of your choice. The cost will vary according to size, placement preference, and color.

4. To produce a radio spot, call the sales department at the selected station to request more information. Most stations offer assistance with talent and advertisements for a minimal charge.

SAMPLE RADIO SCRIPTS

RADIO SCRIPT 1

When your serious about weight loss, you’re ready for Medifast. You’ll lose 2 to 5 pounds a week, and never have to count calories, carbs or points. Simple, portion-controlled Medifast Meals are rich in nutrition and easy to bring along, no matter where your busy life takes you. Over a million people have lost weight with Medifast and you can, too: call (000) 000-0000 now.

RADIO SCRIPT 2

If you’re unhappy or unhealthy because of being overweight, Medifast can help you take charge now, with a plan that’s fast, safe, simple, satisfying and recommended by over 15,000 physicians. Plus, its lower in cost than most other weight loss plans. Call (000) 000-0000 and learn how Medifast can help you look, feel and live better than ever before.

RADIO SCRIPT 3

When you lose weight with Medifast, you can lose lots more than pounds, inches and dress sizes. You can cut the risk and expense of high blood pressure, heart disease, diabetes and other serious medical conditions. Medifast makes it easy to get to a healthier weight, and stay there, for life. Call (000) 000-0000 and learn how simple, affordable Medifast can help you reach your weight loss goals.

RADIO SCRIPT 4

No wonder 15,000 doctors have recommended Medifast to their patients who are serious about losing weight and restoring their good health. The portion-controlled Medifast Meals are scientifically formulated to keep you full longer, and the Medifast Maintenance and Transition plans help you keep the weight off once you’ve reached your goal. Call (000) 000-0000 and make today the first day of a new, healthier life.

WHEN AND WHERE TO RUN YOUR ADVERTISEMENTS

Radio
- Monday, Tuesday, Wednesday: 6:00 – 9:00 a.m. (morning drive time); 3:00 – 7:00 p.m. (afternoon drive time)
- High personality stations
- Buy any format except “beautiful music” and “urban contemporary”. (These play all music with no talk.)
- Negotiate based on a 52-week schedule with a two week cancellation clause.
- Plan ten 60-second spots per week: Monday, Tuesday, Wednesday (6:00 – 9:00 am)

TIP: Emphasize “counter-retail” schedule (Monday - Wednesday) vs. “retail” schedule (Thursday - Saturday).
20 Ways to Boost Your Business

- Send a letter to physicians in your area informing them that you are offering the Medifast Program (include a few in-office brochures).

- Leave a photo album of successful “before and after” Medifast patients in your reception area. You might also display pictures of your patients in various stages of weight loss on a bulletin board in your waiting area.

- Place an ad for your practice in your local Yellow Pages Directory.

- Mail a letter containing health and nutrition information. Be sure to remind them that you offer the Medifast Program.

- Place “before and after” ads in your local newspaper. The best days to run ads are Sunday (TV Book/Lifestyle Section), Monday, and Tuesday (Lifestyles Section).

- Place Medifast literature, such as in-office brochures in your waiting and exam rooms.

- Dedicate a section of your practice’s newsletter to Medifast. Discuss successful patients, your program, etc. Or, you may want to use the health/nutrition section to remind your patients that you offer the Medifast Program.

- Conduct an “Open House” or “Health Awareness Night” for your patients. Discuss some of the products/services that you offer. Offer blood pressure checks, body fat analysis, nutrition assessments, and BMI analysis, etc. Display Medifast products and program materials, and offer product samples.

- Participate in local health fairs or other community events. Offer free body fat analysis, nutrition assessments, etc. Display Medifast Program literature and invite interested individuals to sign up for a chance to win a free eight-week Medifast Program.

- Call to remind patients of their scheduled appointments and let them know you’re looking forward to seeing them. If time permits, send a quick note or letter with a Medifast Brochure, and information on your Medifast Program and Practice.

- Distribute Medifast guides to patients. These program guides provide a detailed description of the Medifast Program and reinforce your verbal instructions.
20 Ways to Boost Your Business

- Provide specific program guides to patients with special health needs. These guides are specialized to meet the needs of patients with special health needs such as diabetics, seniors and teenagers.

- Provide patients with product variety while on Medifast to assist with compliance and help prevent taste fatigue.

- Provide your patients with a Medifast Recipe Book when they start the program so they have many flavor options available to them.

- If a patient skips an appointment, call them to find out why. Let them know you’re concerned about them and try to re-schedule the appointment as soon as possible.

- Call patients or send out postcards with inspirational or motivational messages to let them know they’re doing a great job.

- Consider letting patients charge the Medifast Program on their VISA or MasterCard. Offer a special reduced rate for Medifast if they pay up-front.

- Plan seminars with guest speakers to aid with patient motivation (i.e., make-up consultants, wardrobe consultants, beauticians, dietitians, etc.)

- Give your patients a “supermarket tour” to assist them in making healthy food choices and reading food labels.

- Consider offering the following services to your patients: Walking Groups, Dance Classes, Support Meetings, etc.
January 1, 2008

John P. Smith, M.D.
1145 Main Street
Anytown, NY 00000

Dear Dr. Smith:

For the last three years, it has been my privilege to serve a growing number of physicians by providing a resource to treat overweight patients, especially those whose excess weight causes or exacerbates other medical conditions.

I offer a complete physician-supervised weight-control program called Medifast. The uniqueness of the Medifast Program enables me to structure a weight-management module to meet a patient’s individual needs. Depending on a patient’s preference, I also provide the option of participating in group or individual support sessions taught by a registered dietitian and a psychologist.

I would like to offer my services to your patients. If you have patients that would benefit from this program, I ask that you refer them to me.

At the end of each month, you will receive a complete report detailing results from a Chem-12 screen and CBC. You will also receive a summary of your patient’s weight-loss progress, general health changes, and medication adjustments, which will be recorded during weekly office visits.

If you would like additional details about the benefits of the Medifast Program for you and your patients, please call me at (000) 000-0000. I would be happy to meet or talk with you.

Sincerely,

John M. Doe, M.D.

John M. Doe, M.D.
Family Practitioner
SAMPLE PRESS RELEASES

PRESS RELEASE 1

For Immediate Release
Contact: Jane Doe, RN, Program Coordinator
(000) 000-0000

Just One Little Bite

(Elmira, N.Y., February 18, 2008) – “Have a little piece, just one bite.” How many times has your spouse or friend echoed those tempting words when you were in the middle of a major weight loss program? While the words are seemingly innocent, they often signal someone’s deliberate or subconscious efforts to sabotage your program, according to John Doe, M.D., a Medifast Program physician and obesity treatment specialist.

“Losing weight can be a rewarding experience for patients, but very threatening for spouses, friends, or a relative accustomed to having the ‘security’ of an overweight loved one,” Dr. Doe says. “Instead of receiving encouragement to stick with the weight loss program, patients often receive subtle invitations or temptations that destroy it.”

To help combat diet sabotaging, Dr. Doe encouraged patients to bring spouses, friends, or other relatives to a special support session held as a routine part of his Medifast Program. “Rather than pit patients against their loved ones, it’s better to engage their loved ones in the process and teach them together how the Medifast Program can benefit their health,” Dr. Doe says. His next support session is at 7 p.m. on Wednesday, February 27 at 100 Main Street. This session is open to the public. For more information log onto www.drdroesoffice.com or call Jane Doe, RN at (000) 000-0000.

PRESS RELEASE 2

For Immediate Release
Contact: Jane Doe, RN, Program Coordinator
(000) 000-0000

Family Practitioner Adds Medifast Program

(Baltimore, Md., February 13, 2008) – Medifast, a leading portion-controlled, clinically proven weight loss program, will soon be offered through the Baltimore office of John Doe, M.D., family practitioner.

Doe will mark the grand opening with a free orientation from 6-7 p.m. on Wednesday, February 27. The orientation will include free nutrition assessments and health screenings. Join Dr. Doe at his office, 2200 Anywhere Drive. For more information log onto www.drdroesoffice.com or call Jane Doe at (000) 000-0000.

Medifast has been recommended by over 15,000 physicians nationwide for over 26 years. The Medifast Program is proven to provide significant weight loss of 2-5 pounds per week.

ADVERTISING TIPS TO REMEMBER

- Depending on your target audience and area you are located, print and radio advertising usually prove to be the most cost-effective forms. Statistics show that to remember an ad, a reader needs to see it an average of 7 – 9 times.
- Remember that “the bigger the ad, the better the ad” and “the longer the spot, the better the spot” are not always true.
- Run-of- Stations (ROS) airtime is one of the most inexpensive ways to advertise on the radio. If you purchase ROS airtime, radio stations may choose to broadcast your advertisements in the time slots they select.
- Develop an internal system to track the number of patients referred to you as a result of the ad. If you are not receiving a good response from one form of advertising, invest your money into another form of advertising; be sure to track those results, too.
- Newspapers can often give “fixed position” for Run-of-Paper (ROP) rate savings. Just ask!
Immobilized Mother of Two Sheds Half Her Weight, Tells Her Story to Help Others

( Owings Mills, Md., November 23, 2007)
Two years ago, Maria Smith was on bed rest for a minimum of 5 hours a day. Maria was severely afflicted with gout and high blood pressure and could barely manage to care for her two small children.

After beginning the Medifast Program at “Care For You Practice,” Jones is 250 pounds lighter and 34 waist inches smaller. She is now mobile and spending more time with her children. For the first time in 10 years, the Owings Mills resident is healthy and comfortable enough to help others afflicted with the problems caused by being severely overweight.

“I never fully realized how much my weight hindered me from doing the simplest tasks, even touching my toes,” the five-foot four-inch” Jones says. “For years, I was embarrassed to go out, and up until two years ago, my weight affected my health to the point where I couldn’t move to go anywhere. That’s when I knew I needed to get help.” Jones sought the help of her physician, John Doe, M.D., a family practitioner in Baltimore. Under Dr. Doe’s care, she participated in the Medifast Program. The once-shy Jones attended support classes with Dr. Doe and a registered dietitian and, upon completion of the program, volunteered to talk to community organizations and civic groups about the importance of weight management.

“My weight loss literally has given me a new life,” Jones says. “I believe if I can reach out to one other person who needs to lose weight, it’s worth my time and effort.”

Editor’s Note: Jones and her physician, Dr. John Doe, will be speaking to the Owings Mills Garden Club at 2 p.m. on Sunday, March 8 at the Beautiful Country Club, 3000 Pretty Drive. Reporters and photographers are invited to attend. For details or to arrange an interview, call Jane Doe at (000) 000-0000.
REQUEST FOR ADVERTISEMENT APPROVAL

ATTN: Marketing Representative
Fax To: (410) 581-8070

No. of Pages (incl. Cover) ________________________

Contact Name ___________________________ Customer # ________________________

Address _______________________________________________________________________

City ___________________________ State ______ Zip ___________________________

Phone No. ___________________________ Fax No. ___________________________

Please include a copy of the advertisement or commercial script that requires approval.

Please complete the following:

Type of Advertising __________________________

Publication/Media __________________________

Run Dates __________________________

Audience __________________________

Additional Comments __________________________

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In order to expedite your request, be sure to include a copy of the ad. Please allow 2-5 business days for your request to be processed.

For Office Use Only:

Date Received

Approved by
CO-OP ADVERTISING AGREEMENT

ATTN: Marketing Representative
Fax To: (410) 581-8070

Contact Name ___________________________ Customer # ________________

Address __________________________________________________________

City ______________________ State _______ Zip _______________________

Phone No. ______________________ Fax No. _______________________

I/We __________________________ agree to comply with the terms and conditions set forth within the Medifast Co-op Advertising Policy and Procedures. I/We understand that failure to comply will void this contract and thus result in ineligibility for any reimbursement. Medifast will provide reimbursement for most traditional methods of promotion, which includes print, radio, and television advertisements. Reimbursement for non-traditional methods of promotion should be discussed with the Medifast Marketing Department prior to the launch of your campaign. Medifast reserves the right to deny any inappropriate or questionable form of promotion or advertising.

_________________________ DATE __________________________

_________________________ PRINTED NAME

_________________________ DATE __________________________

_________________________ PRINTED NAME

Please Note: Each advertisement you submit for Co-op Advertising Reimbursement must be approved by the Medifast Marketing Department prior to being placed/run in the media chosen. Acceptance into the Medifast Co-op Advertising Program does not guarantee approval of all advertising initiatives.

For Office Use Only:

_________________________ Date Received

_________________________ Approved by
If a patient brings in a Medifast coupon issued on a Corporate Medifast advertisement and requests the discount on Medifast products, you may honor the coupon toward Medifast products and complete this form. Coupon reimbursement claims may only be submitted once per calendar year, and must be received by December 1. Reimbursement is defined as a credit toward future product purchase. The company will credit your account based on Medifast wholesale pricing schedules, and the credit will be placed in your account by the 15th of the month following each quarter. For example, the $25 off a purchase of $75 or more coupon would be eligible for a $10 reimbursement, based on the wholesale cost of products.

For reimbursement, mail the completed form along with a copy of the patient's invoice and the redeemed coupon to the Medifast Corporate Office, ATTN: Marketing, or fax it to (410) 581-8070, ATTN: Marketing. Please do not honor the coupon unless the patient presents it at your office and meets the product sales requirements before the coupon's expiration date.

Please provide a brief description of each coupon you are requesting reimbursement for.

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In order to expedite your request, please attach a copy of the patient's invoice and the redeemed coupon. Request forms not including proof of performance will not be processed.
Choose Health. Choose Medifast.

Call us for more information on how we can benefit your practice at (800) 275-3633 or e-mail us at Doctors@ChooseMedifast.com.