



## **THE CENTER FOR MEDICAL WEIGHT LOSS**

### **THE DIET WITH A DEGREE OF DIFFERENCE – A MEDICAL DEGREE**

#### **Grand Opening of Pismo Beach, California Center**

*Press release - Pismo Beach, CA – April 2010 –* We are a nation obsessed with our weight. The topic dominates the national media with reports on new research findings, the latest diet fads and sightings of celebrities and models seen to be either too skinny or too fat. Binge eating, anorexia and obesity continue to be pandemic while yo-yo dieting Americans spend around \$40 Billion<sup>1</sup> a year on weight loss products, programs and diet aids.

The consensus within the medical community and government is that weight issues aren't to be taken lightly. A recent study by the Centers for Disease Control and Prevention (CDC) estimated that obesity is fast approaching tobacco as the top underlying preventable cause of death in the USA. With a host of serious illnesses associated with excessive weight, the question is why *aren't* we seeking professional medical help instead of relying on the counsel of inexperienced weight loss product salespeople?

Established in 2002, the Center for Medical Weight Loss is the first national network of physicians to bring trained medical expertise to the field of commercial weight loss. The Center for Medical Weight Loss is excited to announce the opening of its newest center in Pismo Beach, CA under the direction of Dr. Johnnie Ham. Founded by Dr. Michael S. Kaplan, a specialist in Bariatric Medicine, the Center for Medical Weight Loss offers clients a long-term weight loss approach managed with the full support of certified medical professionals.

According to Dr. Michael Kaplan you are more than just a product of what you eat. "Treating people with weight problems isn't simply a matter of telling them to eat less and exercise more." Upon further study, Dr. Kaplan found that a central factor in those who struggle with excess weight is addiction; addiction to food and an unhealthy pattern of eating. A primary goal in Dr. Kaplan's approach is to break food addictions and help patients reach a safe and healthy target weight quickly. Most importantly, the Center's program teaches clients how to maintain their weight loss permanently by adopting healthy habits in place of their addictions.

As Dr. Kaplan comments: "Excessive weight needs to be treated as the disease that it is – medically. Unlike leading consumer weight loss programs whose staff require no medical knowledge or training, Center for Medical Weight Loss physicians are certified professionals. They fully understand the complex factors that are related to weight gain - individual psychology, contributing illnesses, prescription medication and the genetics of individual body composition."

Dr. Kaplan's approach is based on completely individualized treatment. Whether clients are suffering from severe health issues due to extreme excess weight or merely looking to lose 15-20 lbs for cosmetic reasons, all receive a full medical consultation with detailed scientific measurement of their Body Mass & Basal Metabolic Rate to accurately predict weight loss results based on their individual Body Composition Analysis.

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Each fully individualized program is supported with on-going one-on-one care including nutrition, fitness, medication, behavioral motivation and counseling. Physicians at The Center for Medical Weight Loss use the latest techniques and medical data available in the field of Bariatric medicine including access to high quality nutritional products only available only to medical doctors. Also available to clients; the latest FDA approved weight loss medications.

The average weight loss result experienced by Center for Medical Weight Loss client is 21lbs in four weeks. In addition to the weight loss itself, associated health benefits are multiple including a decrease in dependence on blood pressure, diabetes and cholesterol medications as well as lesser risk of chronic diseases such as congestive heart failure, clinical depression, sleep apnea and lymphedema.

Dr. Ham's aim when opening the Center for Medical Weight Loss was to simply provide people with weight issues access to compassionate, dedicated professional specialists. However successful clients who have reached and maintained their weight loss goals talk about the Center as a life-changing, and in many cases life-saving experience!

For further information, interview requests and television bookings with Dr. Johnnie Ham please contact: Dr. Johnnie Ham @ 805-201-9135.

<sup>1</sup>As reported in US News & World Report June 16, 2003