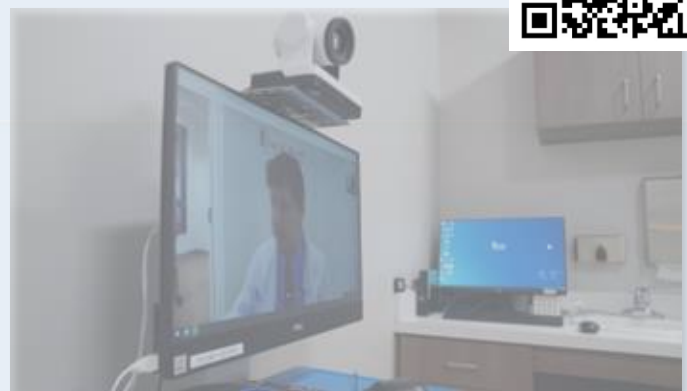
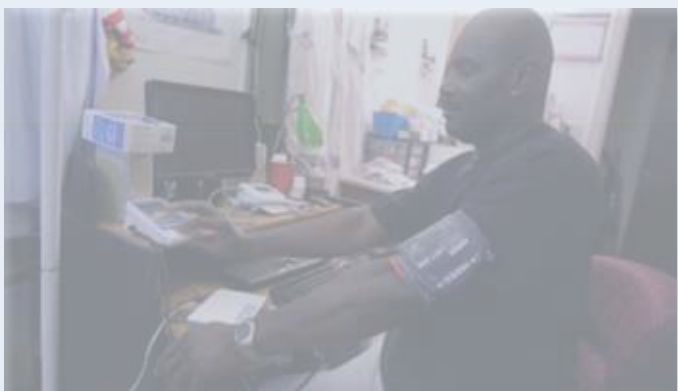




Primary Care Integrated Weight Management

A Virtual, Collaborative Approach to Weight Management



The Primary Care Integrated Weight Management (PCIWM) program is an innovative, telehealth-based model designed to improve access to nutrition counseling and weight management services in rural primary care settings. Built on the Collaborative Care Model (CoCM), PCIWM connects primary care providers (PCPs), registered dietitian nutritionists (RDNs), and a weight management consultant to deliver coordinated, patient-centered care.

Why is this program important?

- Obesity rates remain disproportionately high in rural populations
- Patients in rural areas face barriers such as:
 - Limited access to specialists
 - Travel constraints
 - Cost and provider shortages
- PCPs often lack time, training, and resources to manage obesity effectively

PCIWM addresses these gaps by bringing specialized care directly to patients via telehealth.

Program Results

- In an evaluation of 61 patients enrolled across rural clinics:
- 29% actively engaged in the program
 - Participants averaged 3.4 nutrition visits
 - 51.9% maintained or lost weight at follow-up
 - 40.7% achieved clinically meaningful weight loss (2-10%)
 - Average BMI reduction was ~2.7%

How It Works

1. Referral from primary care provider
2. Initial assessment with an RDN
3. Personalized goal setting and nutrition plan
4. Monthly telehealth sessions for ongoing support
5. Care team collaboration: RDN + PCP + weight management consultant
6. Progress monitoring via:
 - Patient registry
 - Follow-up visits
 - Between-session check-ins

Why It Matters

- Improves access to evidence-based weight management care
- Supports personalized, goal-driven lifestyle change
- Enhances coordination between PCPs and nutrition specialists
- Helps reduce risk for chronic conditions such as diabetes, cardiovascular care, and cancer

This model demonstrates that virtual, team-based care can produce meaningful outcomes in medically underserved communities.

For more information, visit the [program page](#) or scan the QR code.