



# Cardiologist Leads Award Winning Research Linking the Ideal Protein Protocol with Reduced Healthcare Costs

“With collaboration and initiative, physicians, employers and payers can support patients as we together, reverse the tide of obesity and realize the benefits of better health and lower healthcare costs.”

— Timothy N. Logemann, MD, FACC, ABOM, Aspirus Heart and Vascular



**B**oard-certified cardiologist Dr. Timothy N. Logemann has long recognized the high human and fiscal cost of the obesity epidemic. In an effort to make a meaningful impact in the health of his patients, Dr. Logemann and his team at Wausau, Wisconsin-based Aspirus Heart and Vascular implemented the Ideal Protein Protocol four years ago. Starting out with about 50 employees enrolled as patients/participants, today they serve 400 patients in five locations throughout Wisconsin, with a total weight loss of more than 40,000 pounds.

Expenses associated with obesity are a major driver of healthcare costs. The price tag for overweight and obesity in America is estimated to range from \$147 billion to nearly \$210 billion per year in direct and non-direct medical costs, including surgical produces, medication, counseling, and cost for treating obesity-related complications like diabetes<sup>1</sup>. Some predict these costs will rise by roughly one-third, between \$48 billion and \$66 billion dollars by 2030<sup>2</sup>.

Buoyed by the successful outcomes he observed in his patients and employees using the Ideal Protein Protocol, Dr. Logemann set out to conduct research to determine the protocol's potential impact on employer healthcare costs.

Dr. Logemann's research, *Effect of the Ideal Protein Weight Loss Protocol on Employee Healthcare Costs*, was presented at ObesityWeek 2016 and was awarded top HSR abstract winner at the conference. In the study, Aspirus followed 306 employees who had successfully completed the Ideal Protein Protocol and analyzed claims costs

for these employees from 2013 to 2015. Results from the study indicated an average of \$916.97 (18% reduction) decrease in overall average costs. Females had the greatest decrease from 2013 to 2015 averaging -\$974.71 (17%) from 2013. Comparing 2013 to 2015, males reduced their claims by -\$472.88 (19% reduction).

## Effect of The Ideal Protein Weight Loss Protocol on Employee Health Care Costs

By: Timothy Logemann, MD; David K. Murdock, MD; Kelly O'Heron, RD

BACKGROUND:	ABSTRACT	METHODS:
<ul style="list-style-type: none"> <li>To determine the effects of a 12-Week Ideal Protein protocol with Aspirus Ideal Weight Solution on pre- and post-protocol (12 week, 1 year, 2 year, and 3 year follow up) weight-loss and clinical outcome measurements such as average BMI, fasting glucose, blood pressure, and total fat levels from 417 Aspirus members</li> <li>To determine the effects of a 12-Week Ideal Protein program with Aspirus Ideal Weight Solution on total medical claims costs (2013, 2014, and 2015)</li> </ul> <p><b>DATA ANALYSIS:</b></p> <ul style="list-style-type: none"> <li>Each outcome (i.e., blood pressure, BMI) was independently analyzed according to members that had BOTH pre and post readings</li> <li>Repeated-measures ANOVA analysis used to determine significant differences for each outcome</li> <li>SPSS V21 used to provide the analysis</li> </ul> <p><b>RESULTS:</b></p> <ul style="list-style-type: none"> <li>Over 73% of the participants (count: 306) were a health plan participant. Forty-one participants were not found in the PopSpring system, 68 were not in the health plan and two participants were noted as 'employed with another company.'</li> <li>Among health plan members, the average age was 49.7 years old and over 78% of the participants were female (count: 240). The average age for females was younger (avg age: 49.2 years old) compared to males (avg age: 51.5 years old)</li> </ul>	<p><b>INTRODUCTION:</b></p> <ul style="list-style-type: none"> <li>Obesity has caused a national health crisis</li> <li>Ideal Protein Weight Loss Management protocol (IPWLM) is a 4-stage ketogenic diet with low carbohydrate, fat and normal protein.</li> <li>We sought to quantify the 12-week results of IPWLM in a large population of Aspirus members in terms of weight loss and its effect on metabolic parameters and medical claims costs</li> </ul>	<ul style="list-style-type: none"> <li>417 Aspirus members were enrolled into the Ideal Protein Weight Loss Protocol which included: <ul style="list-style-type: none"> <li>Weekly health coach meetings were encouraged to review compliance and progress</li> <li>Meal replacement diet with 3-5 ideal protein products per day based on weight</li> <li>Vitamin and mineral supplements</li> <li>4 cups of low carbohydrate vegetables</li> <li>8 ounces of lean protein and lettuce</li> </ul> </li> <li>Measurements were collected at the beginning of the program and at 12 weeks and included: <ul style="list-style-type: none"> <li>Weight</li> <li>Waist size</li> <li>Body Mass Index (BMI)</li> <li>Blood Pressure (BP)</li> <li>Total Cholesterol (TC)</li> <li>High-density lipoprotein (HDL)</li> <li>Low-density lipoprotein (LDL)</li> <li>Triglyceride</li> <li>Glucose</li> </ul> </li> <li>1, 2 and 3 year data was collected during employee wellness screening.</li> <li>Aspirus Wellness vendor manually tracked and added claim data each year.</li> </ul>

  

Metric	Before	12 weeks	1 year	2 years	3 years
Weight (lbs)	218	189	189	190	190
Systolic BP (mg Hg)	123	115	115	117	122
Triglycerides (mg/dL)	119	76	94	104	110
Glucose	104	94	93	100	92

Year	Claims (\$)
2013	5131
2014	5725
2015	4234

  

**FINAL CONCLUSIONS:**

- Ideal Protein Weight Loss Management protocol produces significant weight loss and as a result of the weight loss, a decrease in cholesterol, blood pressure, triglycerides, glucose and over a 12-week period with a high compliance rate.
- Further research is required to determine the long term compliance and the effect on cardiovascular risk factors.
- Comparing the claims costs from 2013 to 2015, there was an average of **\$916.97 (18% reduction)** decrease in overall average claims costs.



1.Cawley J and Meyerhoefer C. The Medical Care Costs of Obesity: An Instrumental Variables Approach. Journal of Health Economics, 31(1): 219-230, 2012; And Finkelstein, Trogon, Cohen, et al. Annual Medical Spending Attributable to Obesity. Health Affairs, 2009. 2.National estimates published in: Wang YC et al. Health and Economic Burden of the Projected Obesity Trends in the USA and the UK. The Lancet, 378, 2011. State analysis study published in: Trust for America's Health and Robert Wood Johnson Foundation. F as in Fat: How Obesity Threatens America's Future, 2012



“These findings indicate that by implementing the Ideal Protein Protocol, employers can potentially save between \$500 and \$1000 annually per employee on medical claims. With 70% of the U.S. population of 325 million overweight or obese, multiply those numbers accordingly,” Dr. Logemann explained, “These efforts could conceivably be saving the insurance industry over two billion dollars a year in claims related to the health complications of excess weight.”

According to Dr. Logemann, employers should team with physicians and health systems to offer employees patient-centered, structured weight management tools like the Ideal Protein Protocol. Additionally,

he recommends that payers and employers develop more focused, local resources to address obesity— including hiring trained specialists and dieticians trained in intervention.

“Treating obesity results in the resolution of many other problems including type 2 diabetes mellitus, hypertension, diastolic heart failure, and lower extremity venous insufficiency. Addressing obesity in a structured, organized fashion can be life changing for patients,” said Dr. Logemann, “Systems and doctors should develop more focused resources to address obesity, including trained specialists, American Board of Obesity Medicine certification, and dieticians trained in many techniques,

including ketogenic diets. In my practice, I have found that Ideal Protein’s focus on long-term lifestyle change, education, and support promotes the permanent behavioral change needed to achieve sustained weight loss.”

“Initial experience shows that the ROI on savings from obesity-related costs more than pays for the cost to implement the wellness initiative,” Dr. Logemann continued, “With collaboration and initiative, physicians and payers can support patients as together, they reverse the tide of obesity and realize the benefits of better health and lower healthcare costs.”



The Ideal Protein Protocol is a proven, four-part protocol that enables safe, effective weight loss, which leads to improving patients’ health. The protocol includes a structured maintenance program to sustain weight loss success.

# insulin

Ideal Protein’s medically developed protocol tackles the root cause of the weight gain— the body’s overproduction of insulin— by restricting consumption of sugars and carbohydrates— achieving optimal results through lowering poor fat intake, while maintaining adequate protein intake to preserve lean mass.



The Ideal Protein Protocol helps the practice meet revenue goals, including achieving pay-for-performance measures for maximum reimbursement.

## THE IDEAL PROTEIN DIFFERENCE

The Ideal Protein Protocol is medically designed and developed, and is consistent with evidence-based guidelines for weight loss management and maintenance.

It is a safe, effective weight loss solution for the obese and overweight patient, including those with metabolic syndrome.

# outcomes

Ideal Protein is focused on partnering with you as part of your “Healthy Patient Outcomes” Team— the value of your approach toward patient care, outcomes and sustainable patient health.

# 3,000

The Ideal Protein Protocol is exclusively available from Ideal Protein’s 3,000 approved health care clinics and centers across North America.



The Ideal Protein Protocol is comprehensive and turnkey, with no costs for training and implementation, and no long-term commitment.

FIND OUT ABOUT CLINIC PARTNERSHIPS WITH IDEAL PROTEIN

IDEAL PROTEIN / LABORATOIRES C.O.P. INC  
60 Jean-Proulx • Gatineau Qc J8Z 1W1

Phone: 819.772.4447 • Toll-free: 1 866.314.4447 • Fax: 819.772.0416

E-mail: [usinfo@idealprotein.com](mailto:usinfo@idealprotein.com) • [www.idealprotein.com](http://www.idealprotein.com)