

# Your GLP-1 Playbook for Success

*How to Capitalize on Emerging Trends for Practice Growth*

*In collaboration with:*  
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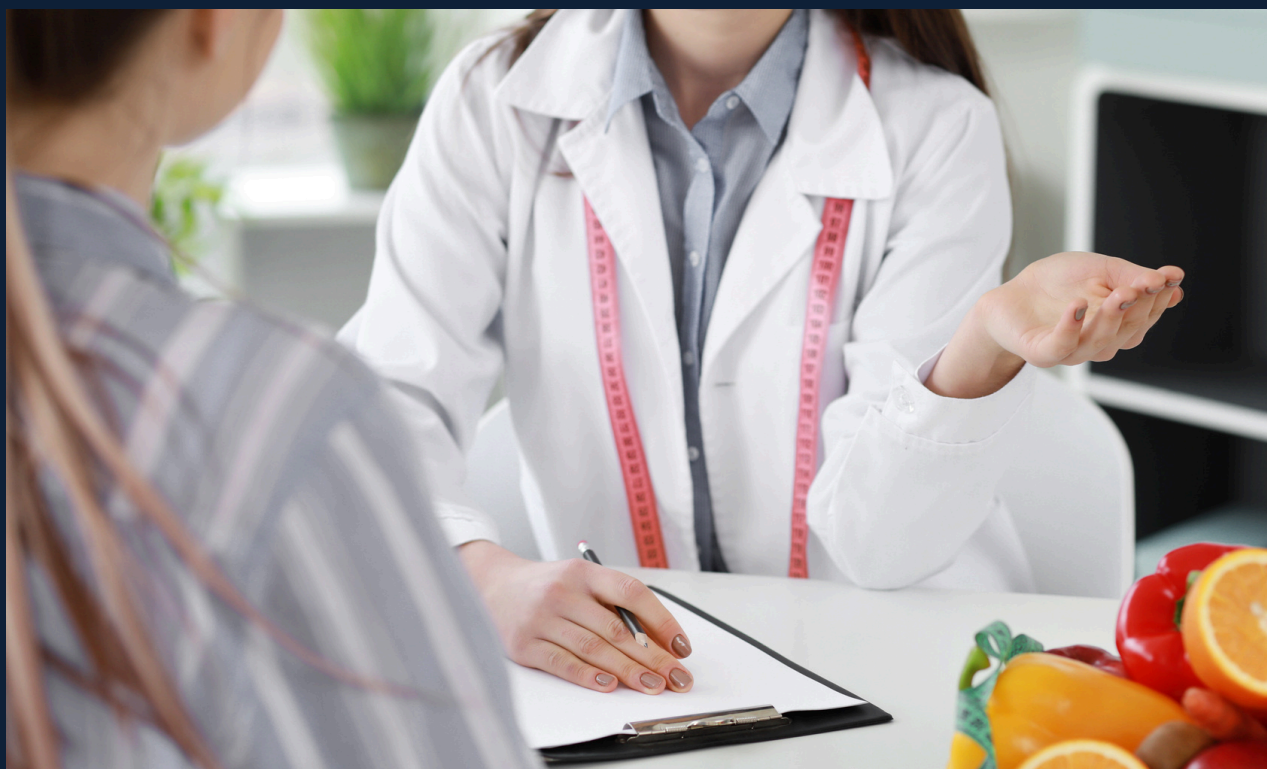


# Introduction

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The weight loss landscape is evolving rapidly, presenting exciting opportunities for practices that want to stay ahead of the curve. This playbook outlines key strategies and emerging trends to help you capitalize on these opportunities and grow your practice in 2025.



# Emerging Opportunities for 2025

## MAXIMIZE GLP-1 POTENTIAL

Tap into the growing demand for GLP-1 medications with proven patient outcomes.

# 01

# 02

## PATIENT-CENTERED CARE

Put together comprehensive plans to integrate medication, nutrition, and behavioral support for long-term success.

## HOLISTIC HEALTH FOCUS

Align services with patient priorities around overall well-being and sustainable lifestyle changes.

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## DID YOU KNOW?

Clinics offering GLP-1 services have seen a **34% increase in patient retention.**

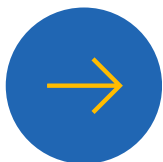
# Must-Know Medications on the Market

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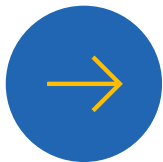
## AMYCRETIN

Dual GLP-1 & amylin receptor agonist with up to 24% weight reduction.



## ORFORGLIPRON

First oral, non-peptide GLP-1 agonist for needle-averse patients.



## RETATRUTIDE

Triple-receptor agonist offering comprehensive metabolic benefits.

### DID YOU KNOW?

23% of GLP-1s sold through **unauthorized online channels** are counterfeit.

# Ensuring Quality & Safety

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- Source from **FDA-registered 503B outsourcing facilities** to reduce risks of contamination and inconsistent dosages.
- Conduct **comprehensive patient assessments** focusing on metabolic health, not just BMI.
- Avoid common pitfalls like neglecting follow-up care.

# Maximizing Profitability

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- **GLP-1 Profitability Insights:** Calculate revenue potential and optimize pricing strategies for maximum return.
- **Thinnr Integration:** Enhance patient retention post-GLP-1 therapy with holistic support programs.
- **Marketing Boost:** Leverage real-world case studies to attract new patients and showcase success stories.

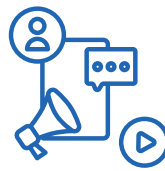
# Growth Strategies

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## DIVERSIFY SERVICES

Pair GLP-1 treatments with wellness programs and fitness partnerships.



## LEVERAGE DIGITAL MARKETING

Use patient success stories to target new demographics.



## STAFF TRAINING

Regular updates on protocols and patient management for optimal outcomes.



## MEMBERSHIP MODELS

Foster a sense of loyalty and boost retention through ongoing support programs.

## DID YOU KNOW?

Clinics with GLP-1 offerings **boost revenue by 29%** within the first year.

# Next Steps for Success



Explore oral and injectable GLP-1 Products and THINNR solutions on the MedShift Store.



Schedule a consultation to elevate your practice's weight loss offerings: [sales@medshift.com](mailto:sales@medshift.com).

## DID YOU KNOW?

GLP-1 prescriptions **grow 28% year-over-year** due to proven efficacy in weight loss.



# Contact Information

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## Shop Online

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