

# NEW DIRECTION®

WEIGHT MANAGEMENT SYSTEM

## Revenue Potential Overview

Robard's New Direction Weight Management System provides health care professionals with a medically-supervised, weight management program to effectively treat patients with obesity and related chronic conditions. With emphasis on patient behavior change, our multidisciplinary programs are combined with physician-reviewed meal replacement products to provide medical professionals with the ability to improve patient outcomes and grow revenue. The New Direction Weight Management System is an out-of-the-box solution that includes every component for a new or established medical team to offer patients a proven, evidence-based program for successful weight loss and long-term maintenance.

### **A three-year projection of growth, revenues, and expenses, based on the following:**

- 150 patients coming through the program in year one (12.5 patients per month)
- An average length of stay of 16 weeks in Weight Loss phase
- 73% of patients completing five (5) weeks of Adapting back to grocery foods
- 23% of patients completing 26 weeks in Maintenance

	Year One	Year Two	Year Three
<b>Gross Revenue</b>	<b>\$552,935</b>	<b>\$1,402,880</b>	<b>\$1,982,847</b>
<b>Cost of Sales</b>	<b>\$216,512</b>	<b>\$339,024</b>	<b>\$451,800</b>
<b>Operating Expenses</b>	<b>\$127,588</b>	<b>\$156,416</b>	<b>\$177,245</b>
<b>Net Income</b>	<b>\$208,834</b>	<b>\$907,440</b>	<b>\$1,353,801</b>

**NOTE:** For the purposes of this analysis, Robard based these estimates on several key accounts located in different Metropolitan areas. This is only an estimate; your demographics and general market conditions may generate different results.

**For a full explanation and rationale for these figures,  
please contact the Robard Sales Team at (800) 222-9201 or email us  
at [info@robard.com](mailto:info@robard.com).**

**ROBARD CORPORATION**  
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