



**Leading the Bariatric Support Community;  
Assuring Optimal Outcomes Since 2001**

## **COMPANY PROFILE**



**Bariatric Support Centers International, Inc. (BSCI)** is a Utah, USA based company, founded in 2001, that is leading the bariatric support community; assuring optimal outcomes. BSCI specializes in education and support services for weight-loss surgery patients and the professionals who serve them. BSCI recognized a tremendous need in the industry and stepped up to provide products & programs to support the long-term success and well being of weight-loss surgery patients. As the market leader, BSCI has filled a great need in the industry and is well known and well respected.

In addition to our offerings to bariatric patients and supporters, BSCI has developed training programs, materials, and resources for bariatric professionals to improve the quality and consistency of their pre and post operative education as well as enhance and expand their supportive aftercare programs.

## **BSCI Partners**



### **Colleen M. Cook, President, Speaker, Author**

Colleen Cook is a successful weight loss surgery patient from 1995. She is the President and Co-Founder of Bariatric Support Centers International, a company that provides education and support services for weight loss surgery patients and the professionals who serve them. She is also the founder and former chair of the National Support Group Network an Integrated Health Committee of the American Society for Bariatric & Metabolic Surgery. Colleen has also served on the National Advisory Board for the Walk From Obesity.

In 2009 she was named “Bariatric Professional of the Year” by the Bariatric Care Network, headquartered in Atlanta, GA. She currently serves on the Membership Committee for the Obesity Action Coalition.

Colleen is a sought after speaker for both bariatric patient events and professional conferences. She is the former host of the radio show, “Obesity’s Surgical Solution”. She is the author of the internationally acclaimed, bariatric best seller, **The Success Habits of Weight Loss Surgery Patients book, workbook and educational program.** The Success Habits resources are used in bariatric facilities throughout the world, helping patients learn and live these important principles for a lifetime of success.



### **Dana Schroeder, RN, BSN, PHN, Life Coach**

Co-Founder of Bariatric U Discovery Institute, Dana is currently a Partner with Kal Equity Capital Fund II, an Angel VC Fund that has funded many start-ups. FreeHand Systems Inc. (a music technology company) is one company that Dana served as VP of Sales for several years before pursuing other ventures. She is also an RN BSN PHN with 25 years in the Health Care/Management and Sales of Durable Medical Equipment.

As a Weight Loss Surgery (WLS) patient for many years she has become involved with development of aftercare programs as an independent contractor, contracting with several local hospitals to provide services in the area of Bariatrics. As a Life and Health Coach, Dana facilitates numerous WLS support groups, teaches seminars and classes related to Life, Health and Financial Success Strategies. She is currently writing books on the topics of WLS and Success Strategies to find Balance and Joy in everyday living.

Education/Training/Coaching/Certifications/ Memberships Nursing Care of the Bariatric Patient-March 2006 International Life Coach Training- Life Coach-2006 American Society of Bariatric Surgeons (ASBS)- Associate Member May 2005 (ASBS)-Advanced Bariatric Life Support Oct. 2005 Bariatric Support Centers International-Certified Support Group Leader June 2005 The Chopra Center for Well Being: Synchro Destiny- Creating your own Miracles-2004 Silicon Valley Executive Business Program-2004 Get The Edge/Personal Power-Tony Robbins-2004 University of San Francisco- MSN-MBA candidate 1986-1989 San Jose State University- BSN, 1984 Ohlone College-AS, RN 1978 Ohlone College-AA 1976

### **Janean G. Hall, Bariatric Life Coach**



Janean Hall is an admired WLS patient and respected Bariatric professional, known for her heartfelt dedication & commitment to weight loss surgery patients throughout the world. A weight loss surgery patient from 1997, Janean has been an exemplary patient maintaining a loss of over 135 pounds. She credits much of her success to her commitment to a lifetime of living the Success Habits Principles. Janean's personal experience, coupled with the insight she has gained through the years working with literally thousands of weight-loss surgery patients, makes her a rare asset to the Bariatric community. Her contributions have been many including: The creation & development of a comprehensive dietary guidelines book and supplementary resources, multiple patient classes & programs. She is the author of the Kick Start & Maintenance Mentality books.

Janean is one of the founding partners of Bariatric Support Centers International, and is a National Trainer for BSCI's Support Group Leader Training & Back On Track Facilitator programs. Janean is the creative mind behind the development of the Success Habits Lesson kits now being used in hundreds of support groups throughout the country. Whether in one on one counseling, teaching in a classroom setting, or presenting a training workshop, participants learn from Janean's wisdom, are motivated by her example and inspired by her heart.



### **Sue Lassetter, M.A., CHT, Life Coach**

Co-Founder of Bariatric U Discovery Institute, Sue has a long history in education, as a teacher, counselor and administrator in public schools, from pre-kindergarten to post-graduate psychology students and interns. She trained and worked as a therapist, and most recently maintains a practice as a Life Coach which involves speaking, advocacy and facilitation. Sue's own education includes a B.A. in education, an M.A. in counseling and guidance from San Jose State University, graduate course work in Organizational Leadership from University of San Francisco. She took further training at the Process Therapy Institute in Los Gatos, certification in hypnotherapy at the Hypnotherapy Center, coach training from the Relationship Coaching Institute and the Institute for Life Coach Training as well as the Coach Training Institute.

Sue is what she calls " a Bariatric Graduate", having had gastric by-pass surgery in March of 2003. She is extremely grateful for the opportunities and health that the surgical weight loss process and outcome has afforded her. It is truly the decision that 'changed my life forever'; the impact of this weight loss and the subsequent changes in what I do and can do takes my breath away." She has established and led Surgical Weight Loss support groups for Good Samaritan Hospital, conducted in-service trainings for nursing staff, and spoken to various groups about effects of gastric by-pass surgery.

Sue is interested in all aspects of recovery from obesity. Sue is a member of the International Coach Federation, the Silicon Valley Coach Federation, Relationship Coaching Institute, and the Campbell Chamber of Commerce.

## **BSCI Mission Statement**

Leading the bariatric support community; assuring optimal outcomes. Our mission is to provide long-term educational and support resources for weight-loss surgery patients and the professionals who serve them.

- We assist people who struggle with the effects of the disease of obesity as they seek to improve their health and enhance the quality of their lives. Our programs, services, and products are designed to meet the ever changing needs of bariatric patients. We provide quality support and educational resources for new, veteran, and struggling weight-loss surgery patients.
- We assist bariatric professionals as they seek to improve the quality and consistency of their bariatric support and educational programs. Our professional training programs and resources are designed to support the people who support the patients. We provide valuable insight into the long-term needs of bariatric patients and provide the resources necessary to meet those needs.

## **BSCI Governing Values**

- We are compassionate and understanding of those suffering from the disease of obesity.
- We recognize and appreciate the intrinsic value of every human being and are committed to assisting each individual person as they develop happy, healthy, productive lives and work to achieve their greatest potential.
- We constantly strive to honor, respect, and care for each individual member and associate while recognizing that our ability to help each individual can be no stronger than the health and strength of our business as a whole. Each of us desires to contribute more to the organization and society than we seek to take from them.
- We believe in the importance of synergy and we seek to contribute our unique thoughts and experience to the collaborative efforts of staff members, volunteers, and associates. We know that positive changes and improvements to our business and our lives comes through a spirit of cooperation
- We believe that everyone benefits as each of us exhibits an abundance mentality. We willingly share our knowledge, our resources, and our experience with others.

## **BSCI Affiliations**

American Society of Bariatric & Metabolic Surgery (ASMBS)  
Obesity Surgery Society of Australia and New Zealand  
Obesity Action Coalition

### **BSCI Partial Client List**

Ashley Valley Medical Center – Vernal, UT  
Advanced Surgical Care – Redmond, OR  
Beth Israel Hospital (Rosser) – New York City, NY  
Cedars Sinai Medical Center – Los Angeles, CA  
Clarian Bariatrics – Indianapolis, IN  
Cleveland Bariatrics – Cleveland, OH  
Coastal Center for Obesity (Owens) – San Pedro, CA  
CSTO (Fobi) Tri City Medical Center Hawaiian Gardens, CA  
Emerge Surgical – Perth, Western Australia  
Emerson Hospital – Concord, MA  
Good Samaritan Hospital – San Jose, CA  
Hurley Medical Center – Flint, MI  
**Mayo Clinic Foundation– Scottsdale, AZ**  
Memorial Hermann – Houston, TX  
Mercy Bariatrics – Perth Western Australia  
New Dimensions (Steggeman) San Antonio, TX  
Obesity Help – Long Beach, CA  
Pacific Bariatrics, San Diego, CA  
Shasta Regional Medical Center – Redding, CA  
St John's Hospital – Oxnard, CA  
St Johns Medical Center – Jackson, WY  
**Stanford University – Stanford, CA**  
University of Pittsburgh (Philip Schauer) – Pittsburgh, PA  
US Bariatrics – Ft. Lauderdale, FL  
Videoscopic Institute of Atlanta (Champion)- Marietta, GA  
Weight-loss Surgery Education Conferences – Minneapolis, MN

## **Resources for Bariatric Patients**



### **Online Support & Education**

The BSCI website, [www.bariatricsupportcenter.com](http://www.bariatricsupportcenter.com) provides WLS patients with a means of obtaining safe, reliable, informative online education, and support on a daily basis. Our site features learning modules, weight-loss tools, research, eNewsletters & eZines, recipe downloads, and WLS News. The BSCI website

maintains leading positions on popular Internet search engines like Google and Yahoo under a search for "bariatric support."

### **Telephonic Support Groups**

BSCI facilitates two telephonic support groups each month and is pleased to serve WLS patients from all over the world. Each session is facilitated by BSCI staff members or BSCI Dream Team and attendance confirmation is provided to bariatric facilities as requested.

### **International Support Group Registry**

Support Groups are an essential component in the bariatric industry. Hundreds of support group meetings are held each month in cities throughout the country. In an effort to provide patients, supporters and those investigating surgery with access to information about these meetings, BSCI created and hosts an online directory of support groups for bariatric patients.

### **Social Media Outreach**

The BSCI DreamTeam is actively involved in all facets of social media. Our Facebook page and groups help thousands find answers, make connections, learn and support one another. Additionally we are participants in important Linked in discussions with other bariatric professionals on issues of interest to the bariatric weight loss community.



## Success Habits

### Success Habits Educational Program

BSCI provides the bariatric community's premier educational program for post op weight loss surgery patients. Based on years of research into long term success, this comprehensive program provides structure, consistency and clarity for weight loss surgery patients to reach and maintain their optimal weight goals. The Success Habits Educational Program includes a variety of learning opportunities for weight loss surgery patients. Live classes, workshops and weekly weigh-ins facilitated by BSCI Certified Instructors provide hands-on opportunities for patients to gather together, learn and stay accountable.

Online resources include Success Habits lesson handouts and challenges as well as research articles and weight loss tools available 24/7. Additionally, BSCI offers regularly scheduled Success Habits New Beginnings Webinars (Free) and 6-week Success Habits Web-based Workshops (Fee-based).

These research based principles continue year after year to be a standard for success throughout the bariatric community. The Success Habits Principles are now taught in hundreds of bariatric programs all over the world and are recommended by many Bariatric Centers of Excellence, surgeons and bariatric health professionals.

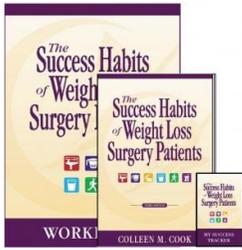
### What Professionals Are Saying:

"As a Bariatric Surgeon I have been very focused on getting my surgery right. Since embracing the philosophies in "Success Habits" and making them **an integral part** of our post operative program I really feel that we have got our aftercare right too." **Leon Cohen. Mercy Bariatrics. Perth, Australia**

"In addition to BSCI's specific guidelines and support (e.g., via webinars, speakers) the Success Habits of Weight Loss Surgery Patients book is a very valuable resource for individuals struggling to get back on track after experiencing weight regain.

**Debra L. Safer, MD, Stanford University School of Medicine**

"The Success Habit principles and the programs Colleen uses to teach them are helping patients **ensure their long-term success** following weight-loss surgery. She has educated and motivated both my patients and my support group leaders." **Mathias A.L. Fobi, M.D., F.A.C.S , Hawaiian Gardens, CA**



**The Success Habits Program Package** includes The Success Habits of Weight Loss Surgery book, workbook and tracker. Since its first publication The Success Habits of Weight loss Surgery Patients has become a **bariatric best seller**. The research based principles taught here continue year after year to be a standard for success throughout the bariatric community. In its third edition, this book features stories from the lives of Gastric Bypass, Laparoscopic Band, Duodenal Switch, & Vertical Sleeve Gastrectomy weight-loss surgery patients. Each one has found success through the surgical treatment of their choice and by making the Success Habits an integral part of their lives. **These are not just one year winners but long term losers!** Five, ten, fifteen and nearly thirty years post-op. They are well, healthy and grateful for their decision to have weight loss surgery and for the structure and accountability that the Success Habits principles provide.

**The Success Habits of Weight Loss Surgery Workbook** has been designed to assist bariatric patients as they move through the various phases of weight-loss they will experience. Using the key Success Habits Principles, this workbook includes challenges, journal questions, exercise, and food logs. Also included is a customized weight-loss progress chart and restaurant card.

**The Success Habits Tracker.** This handy pocket tracker is a great way to not only keep track of Success Habits principle compliance, but also to record key health indicators like cholesterol, Iron, & B-12 levels. Fitness assessment and exercise check list is also included. iPhone and Android Apps are also available for tracking!

### **Success Habits Accessories**

There are also additional resources and popular accessories including: Success Habits Audio book, MP3, Amazon and Kindle ebooks, Success Habits Cookbook, Success Habits Cooler, Success Habits Italian Link bracelets, & key chains and Success Habits Dice.

### **What Patients Are Saying:**

“Great examples and goal setting techniques that I have never thought about. Great book for anyone at any stage of the "new life" **M. Gatheridge**

“This book is a **must have** for anyone who has had weight loss surgery, is planning on having it, or is even considering it. You will read it again and again...I have.” **R. Rohde**

“I am grateful for my surgeons skilled hands but will be forever indebted to the **wonderful insight** of this book. “ **D. Sanchez**



## **Back On Track Programs**

BSCI was the first provider of educational materials and support programs designed specifically for WLS patients who are 2+ years post-op who need help getting “Back on Track” because they have regained some weight or never lost all of the weight they needed to reach their desired goal weight. Our Back on Track program is being taught by bariatric professionals and support group leaders throughout the country.

The self-study program includes 5 individual booklets, each focusing on a key element of weight-loss and weight maintenance success. The booklets were authored by BSCI staff members as noted: *Goal Getting* (Cook), *Exchanging Habits™* (Miller), *Strength-n-Sculpt* (Bartz), *Kick Start Your Weight Loss* (Hall & Miller), *Maintenance Mentality* (Hall).

### **Hope & Help For the Pain of Regain**

Held regularly, this free one hour webinar provides hope and help for struggling weight loss surgery patients.

### **Back on Track Live Classes**

Back on Track Classes are available and taught regularly in cities throughout the world. BSCI certified Back on Track facilitators have been trained and certified by BSCI to present the Back on Track Program in their local areas. Each program participant receives a set of the Back on Track self-study materials and class instruction each week for six consecutive weeks. Homework is assigned and class members return to class the next week having gained practical experience in performing the homework tasks that were discussed and assigned during the previous week.

### **Back On Track Telephonic & Web-based Seminars**

BSCI regularly offers a 6-week Back on Track Webinar. Facilitated by BSCI staff and licensees, participants receive insight, support and additional instruction to assist them as they work through the 6 week program.

### **What Patients Are Saying:**

“I feel great! I’m getting back in to my clothes and am so thankful that I took your Back on Track class. I had lost 3 more pounds when I weighed this morning!!! That makes 17 pounds in 5 weeks. I’m so thankful and thrilled!”

**M. Meador** Union, SC

“Brings to the forefront the importance of understanding our own bodies in all aspects, emotional, physical, etc.” **L. Lopez** Austin, TX

“Absolutely fantastic! Valuable education, materials, support networking and references” **J. Nolan** Providence, RI

## **Resources for Bariatric Professionals**

BSCI offers bariatric educators a variety of courses to help improve their skills and the quality and consistency of their bariatric education and support programs. Additionally, we provide lesson plans teaching aids, and a variety of online resources. A brief synopsis of each of our course offerings follows:



**Support Group Leader Certification** Since 2001, BSCI has certified nearly 600 bariatric professionals through our courses. Participants learn how to organize, coordinate and facilitate "Support Groups of Excellence." This course features topic development, facilitation skills, agenda planning, attendance boosters, and more to educate, motivate and celebrate with your bariatric patients. The course also features teaching ideas and techniques. Each

participant receives lesson materials, visual aids, handout masters, learning activities, object lessons, and games.



### **Success Habits Instructor Certification**

Participants learn the Success Habits Principles and how to organize, coordinate and facilitate Success Habits Classes,

Workshops, & Webinars in their local facilities. Participants learn the history and research behind the Success Habits of Weight Loss Surgery Principles, have opportunity to work with lesson materials, visual aids, object lessons and handouts. Each will prepare and present a lesson to the group to receive helpful feedback and tips.



### **Back on Track Facilitator Certification**

In a recent BSCI survey on bariatric weight regain, weight loss surgery patients who have regained

weight indicated that they would likely participate in a Back on Track Program if offered by their bariatric facility. Since 2001, BSCI's Back on Track Program has helped patients and the professionals who serve them through our comprehensive live and web-based classes. BSCI's Back on Track Facilitator Course provides participants with lesson plans, teaching aids, materials and instruction to implement the Program in their local facilities.



**Introduction to Coaching Skills** Taught by ILCF accredited instructors, this course provides great insight and techniques in effectively coaching bariatric patients towards their goals. 30 CEU's available.

## **BSCI's Position on Bariatric Program Fees**

In 2001 BSCI was founded on the belief that the long term educational and support needs of the Bariatric population exceed what is currently being covered by insurance or included in surgical and medical fees. Thus our motto, "Is weight loss surgery the answer? Well. It's good for a start."

With the cooperation and participation of both the local hospital and local Bariatric clinic, and funded entirely by a required out of pocket patient investment of \$500, BSCI opened its first, Education and Support Center. Designed to meet the ever changing, life long needs of Bariatric patients. BSCI's focus has been on pre & post op classes, maintenance programs, online support resources, educational materials, an extensive support group network, Back on Track programs, telesupport classes and webinars, and online weight-loss tools.

Our resources and programs have been a welcome addition to the medical and clinical programs which are heavily focused only on pre op and first year education. We have created programs to meet the needs of not only new Bariatric patients, but those who are near or at goal and learning to maintain their weight loss. Additionally, we have created a Back On Track Program for struggling WLS patients.

All of these resources we believe to be critical elements, necessary for the long term success of WLS patients, should be paid for, not by the surgeons, not by the hospitals, or even insurance companies. The investment should be made by the individual. Our experience has taught us that those who are required to invest in their educational programs and resources take them more seriously, are more likely to participate and as a result do better in learning and incorporating the behaviors necessary for long term success.

## **US & English Licenses**

BSCI has been serving the bariatric community since 2001 and has responded to the need for increased access to quality educational programs for bariatric patients, by establishing a licensure for both of our educational programs: Success Habits™ and Back On Track. Licensees are successful weight loss surgery patient professionals who are independent business owners, offering a variety of services to their clients including BSCI's programs. BSCI has awarded 20 licenses in the US and is continuing its outreach efforts to place at least one license in each state by 2015. A list of current licensees will be provided upon request.

## **Global Expansion**

As the market leader in bariatric education and support, BSCI recognizes the need for quality resources throughout the global bariatric community. BSCI began our International expansion with our entry into Australia and the UK in 2012.

Today, we are positioned to provide our complete educational program in English as well as a variety of other languages. We are moving forward with our International expansion by identifying key partners to assist us with the translation, program implementation, and distribution of our programs and products in their country or region. We anticipate launching our programs in the Middle East in 2013 and Latin America in early 2014.

## **Contact Information:**

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