

Introducing your new practice assistant.

Raises awareness for overweight and puts patients on the right track.



A medical practice like any other – including yours.

We should talk to every patient about their weight, to help them in the long-term fight against obesity, or to reduce potential health risks before they arise. But bringing the subject up tactfully takes time, something that is almost always lacking in everyday medicine.



Overweight, arteriosclerosis



Obese, hypertension

Slightly overweight, pre-diabetes

The solution: seca directprint.

The seca directprint is the ideal tool for qualified and efficient weight-related patient consultation. It doesn't just tell you your height, weight and BMI in seconds, it also gathers together your measurements with lots of sound information and tips in one printout. That means it provides the ideal ice-breaker for your overweight patients – at the press of a button – because it draws attention to the subject of obesity without direct confrontation, and gently introduces the associated medical consultation.

This removes inhibitions, makes people more willing to talk, and motivates your patients in the long term to tackle the subject more rigorously and do something about it. This in turn can generate economic benefits for your practice, since it means you can offer additional services.



seca directprint – advise and administer treatment more effectively at the press of a button.

The benefits at a glance:

- Individualized patient printouts:**
Dependable data on height, weight and BMI, prepared individually for five different patient groups.
- Higher patient satisfaction:**
A personal printout bridges the time waiting for the actual consultation.
- Lasting patient motivation:**
Makes patients' situation clear, and provides real help for a healthy and active lifestyle.
- Efficient advice:**
Discussion basis with valuable advice and practical tips on diet, exercise and fitness.
- Easy to use:**
Ready for immediate use without any training or additional cost and smoothly introduced into practice procedures.
- Fast results:**
Ad hoc results at the press of a button, less than a minute after measuring and weighing, using your conventional printer.
- Easy integration:**
Intelligent system solution based on existing network environment and practice hardware.
- Tactful ice-breaker:**
Remove inhibitions and increase people's willingness to talk by means of a purely factual ice-breaker.
- Business benefits for your practice:**
Innovative practice tool as a basis for further consultation and therapy services.

A lightweight template for weighty patient consultation.

Every patient is different – just like their measurements. That's why the seca directprint patient printout comes in five different versions: Overweight, Normal Weight, Underweight, Weight Only and Children. That way every target group can be addressed differently, and provided with the information they most need.

new

Graphic with patient's height, weight and BMI data.


Explanation of Body Mass Index.

Teaser for extra services, e.g. bioimpedance analysis.

Chart explains energy use during physical activity.

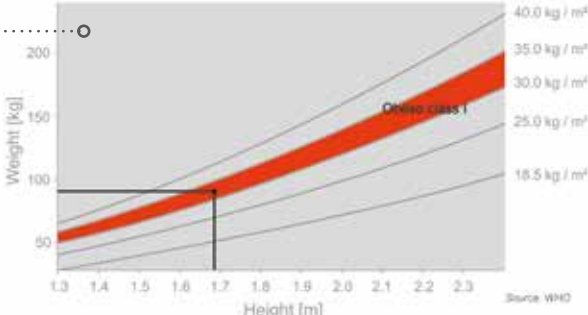
Space for personal message from you to your patient.

seca | your BMI printout



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Dear Patient,
you make the greatest contribution to your health!



Source: WHO

There are simple criteria for determining your health. The Body Mass Index (BMI) considers your weight in relation to your height. Here are your personal measurements:

Weight (kg): 200.00
Height (m): 1.800
Body Mass Index (kg/m²): 30.86


Note:
Your BMI is above the normal range!

Keep in mind:
A person with a BMI of 25 kg/m² or higher is considered overweight. The goal is to have a healthy weight and an equalized energy balance. By increasing your daily physical activity, you can raise your metabolic rate, as total energy expenditure is important for healthy weight loss. Talk to me about the right training methods for you. The frequency, duration, intensity and muscle group activation should be aligned to meet your needs.

Ask me about your personal Bioelectrical Impedance Analysis (BIA) with the seca mBCA if you would like to have your body composition measured. The analysis gives you information about your body's fat and muscle mass.

seca Tip

A good balance between weight and physical activity helps keeping you healthy and mobile well into old age. Even if you do not see the success on the scale right away, you'll feel healthier.



Activities Chart


| Food Consumption | Activity | | | | |
|------------------|----------|---------|---------|---------|----------------|
| | Swimming | Running | Cycling | Walking | Weight lifting |
| Sweets | 30 min | 36 min | 37 min | 49 min | 45 min |
| Fruits | 15 min | 17 min | 8 min | 24 min | 20 min |
| Fast food | 27 min | 24 min | 31 min | 33 min | 40 min |
| Vegetables | 3 min | 4 min | 4 min | 5 min | 5 min |

Source: GU Nährwert-Kalorien-Tabelle (www.kalorien-tabelle.net)
Approximate values for a person weighing 70 kg (154 pounds).

Did you know?


Do your part! With good nutrition and regular exercise, you greatly reduce the risk of developing type 2 diabetes. Even light activity makes a big difference.

Weight loss made easy! Lose three kilos (6.6 pounds), or more, in six months with good nutrition and exercise. Your doctor will guide you the entire way with meal planning, exercise suggestions, and regular meetings to track your progress and help you meet your goals.



If you are interested in learning more about your health, please talk to me.

Healthful nutrition plays an important role in your overall health. Dr. J. Scotty



Fun, sports & nutrition
You can find more information at www.seca.com/printout or simply scan the QR code.

Scale serial number: 0123456789 Stadiometer serial number: 0123456789 © 2013 Physiotek, 07.05.2013

Your own practice logo and contact data.

Personal height, weight and BMI data.

Personalized comment on patient's health.

Nutrition tips.

Helpful advice on good health.

Additional information and interesting articles about seca directprint on our website.

Example of seca directprint, version overweight patient.

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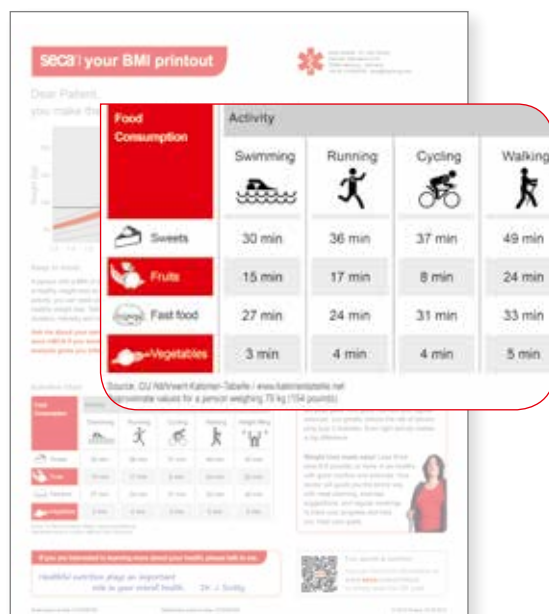
Normal Weight Version

The green curve next to weight and BMI signals immediately that everything is in order.



Underweight Version

The most common dieting myths motivate patients to tackle the subject of eating.



Weight Only Version

Which activity uses up the most energy? Find out more here.



Children Version

Information about muscular development, trend sports, and more – prepared for children, with pictures and interactive elements.

1. Call up patient



2. Measure and weigh



The key to perfect consultations?

Three steps suffice.

Call up patient, measure and weigh, hand out printout – nothing more is needed to prepare your patient in the best possible way for weight-related consultation.

In just three steps your patient will obtain a customized patient printout, which can be read before the consultation. This will give you the ideal ice-breaker and your patient the feeling of being well informed and advised.

And there is a positive side-effect as well: satisfied patients like to come back, and they'll recommend you to others without hesitation.

3. Hand out printout



Invest just ten minutes, profit from years of customer loyalty.

As intelligent as it is simple: seca directprint can be integrated easily into your existing network environment at your practice in just a few minutes – and is just as easy to install. All you need is a wireless seca 285 measuring station, the free software module seca directprint, a USB stick and your existing practice printer.



seca 285

Wireless measuring station for
body height and weight



seca directprint

Software module for individual ad hoc
assessment of patient's weight

Call now

Get to know seca directprint in person.

If you like we can help you install and set up your seca directprint.
How can you and your practice benefit further from the
seca portfolio?

Contact us and get to know our products in person. We are
available to provide help and advice at any time on

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seca 360° wireless USB adapter
for data reception on PC



seca | directprint

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