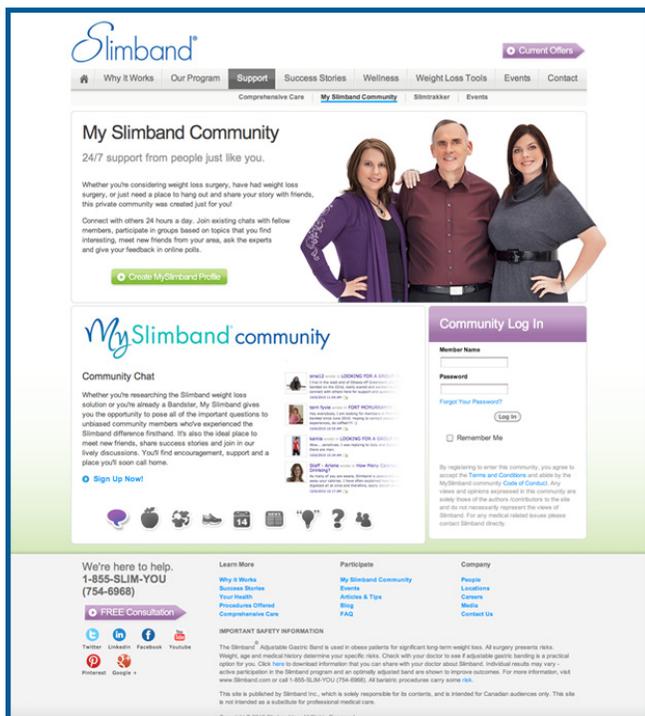




Slimband Builds Interactive Community for Health Care Support

Slimband is North America's premier weight loss group, specializing in reversible laparoscopic weight loss surgery with a unique five-year aftercare program that includes nutritional counseling and coaching.

Clients benefit from safe, long-lasting weight loss, increased energy levels and, in many cases, the control or elimination of weight-aggravated conditions like sleep apnea and type 2 diabetes. Slimband has helped more than 5,500 patients realize their dream of losing excess weight and feeling their best.



Slimband connects patients and health care providers for community-based online support.

Challenge

Educate and engage customers about weight loss procedure in a private, interactive community

Weight loss patients often benefit from a community-based support system. Slimband wanted to help its customers achieve their weight loss goals by connecting them with one another and healthcare specialists to discuss their questions and share advice about its banding procedure in a secure online space.

Because privacy is essential to customers, Slimband couldn't use Facebook or public online forums to engage customers. It needed a social platform to support private, secure conversations between customers as well as to allow for full administrative management and control of the community layout.

Solution

Created online community for patient support and knowledge exchange

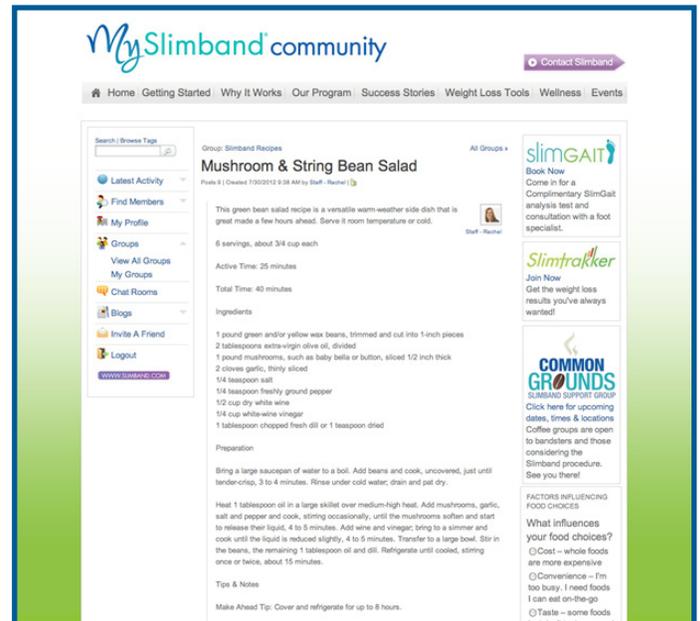
"Our customers wanted a way to educate themselves about weight loss surgery," says Lisa Borg, COO, Slimband. "We built a secure, private online community for customers to open up about their weight frustrations, not realizing at first that the community would take off as fast as it did."

More than 5,000 potential and current customers are members of the Slimband community. The fully branded community gives members a one-stop shop for all things related to the weight loss procedure – preliminary research, recovery resources and ongoing peer and medical support.

The community is designed for two primary groups – people who are interested in weight loss surgery and existing patients. Potential customers can learn about the weight loss procedure and why it works, read success stories and engage directly with patients who come to the community for ongoing post-procedure support.



Patients share their weight loss journeys with one another and offer mutual support.



Recipes are shared in the community to help members adopt healthy lifestyles.

Broader access to members-only content is available to patients in private groups. Within these groups, members can discuss different weight loss techniques, share their weight loss journey with peers who have gone through the process, and seek advice from Slimband's healthcare professionals, whatever stage of the program they are in.

Patients can access different groups according to where they are in their recovery. Specialized groups encourage conversations on topics such as follow-up care, nutrition, local buddy groups, fitness tips, online clothing exchanges and even general discussions unrelated to the procedure.

“Weight loss with Slimband is a gradual, steady process,” says Borg. “Patients can become impatient, detached or lonely and they need a support group that understands and accompanies them through the process. The Slimband community is a fun and supportive lifeline for people where they can communicate with others who can empathize. Members can seek encouragement at any time of the day, even if they are up at 2am. They can talk with peers or access the community’s library of resources.”

“Sharing experiences with others who have been where you are and getting support when you’re having a rough day - invaluable!”

Slimband community member



Members discuss issues in topic-specific groups based on where they are in the recovery process.

Slimband also advertises additional services throughout the community. It posts notices of in-person support groups, a tool to book appointments directly within the community and Slimtrakker, a tool designed to help members count daily calorie intake.

Members also participate in polls to gauge community sentiment on health-related topics or to test products from a new business line. Slimband can evaluate the responsiveness of the community to see if an idea is a viable business opportunity and ask more granular questions to substantiate a plan or product.

Slimband carries its educational message through to its Facebook and Twitter accounts. It posts health care research along with news about public figures who've undergone banding procedures and points potential and current customers to its online community for more in-depth information and engagement in a secure, private setting.

"I am so grateful for the Slimband community. It made my journey so much easier just being able to read what fellow bandsters are going through and it truly makes me feel that I am not alone. My family supports me 100% but they do not know exactly what I am going through, whereas others with the band are traveling the same road as I."

Slimband community member

Results

Lowered support costs and increased revenue while improving customer experience

- > **Reduced customer support costs:** Knowledge exchange in the community cuts Slimband's support costs by \$60,000 per year and reduces call volume by more than 1,100 phone calls annually, which accounts for 15-20% of overall support services. Using chat and online discussion forums, customers can now quickly talk to nurses, dieticians or surgeons in real time. Connecting one health care professional to the

entire community cuts down on the amount of time Slimband spends answering the same questions and makes popular topics easily searchable for future reference.

- > **Increased revenue and lead generation:** Slimband attributes \$80,000 in new customer revenue over the last 12 months directly to the community. Slimband tracks leads generated from the online community to customers who enroll in the program and the related revenue growth. The community is an effective lead generation tool and source of competitive differentiation because potential customers can get answers to their questions and hear about weight loss experiences firsthand from actual patients.
- > **Enhanced health care experience:** "Weight loss is a unique experience," says Borg. "Members live and breathe the community 24/7 immediately after surgery. For patients who are dealing with the physical and emotional effects of weight loss surgery, the community is an invaluable way to manage the weight loss process and engage with peers who can relate."

Learn more about Slimband

- > Visit <http://slimband.com/>
- > Join Slimband on Facebook
- > Find @Slimband on Twitter

Custom tailor your community experience

To learn more about Telligent Community, visit www.Telligent.com

- > Find Telligent on LinkedIn
 - > Follow us on Twitter @telligent
 - > Join Telligent on Facebook
 - > Join Telligent on Google+
-