

Introducing your new practice assistant.

Raises awareness for maintaining a healthy weight.



## A medical practice like any other – including yours.

Weight should be discussed with every patient, 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.

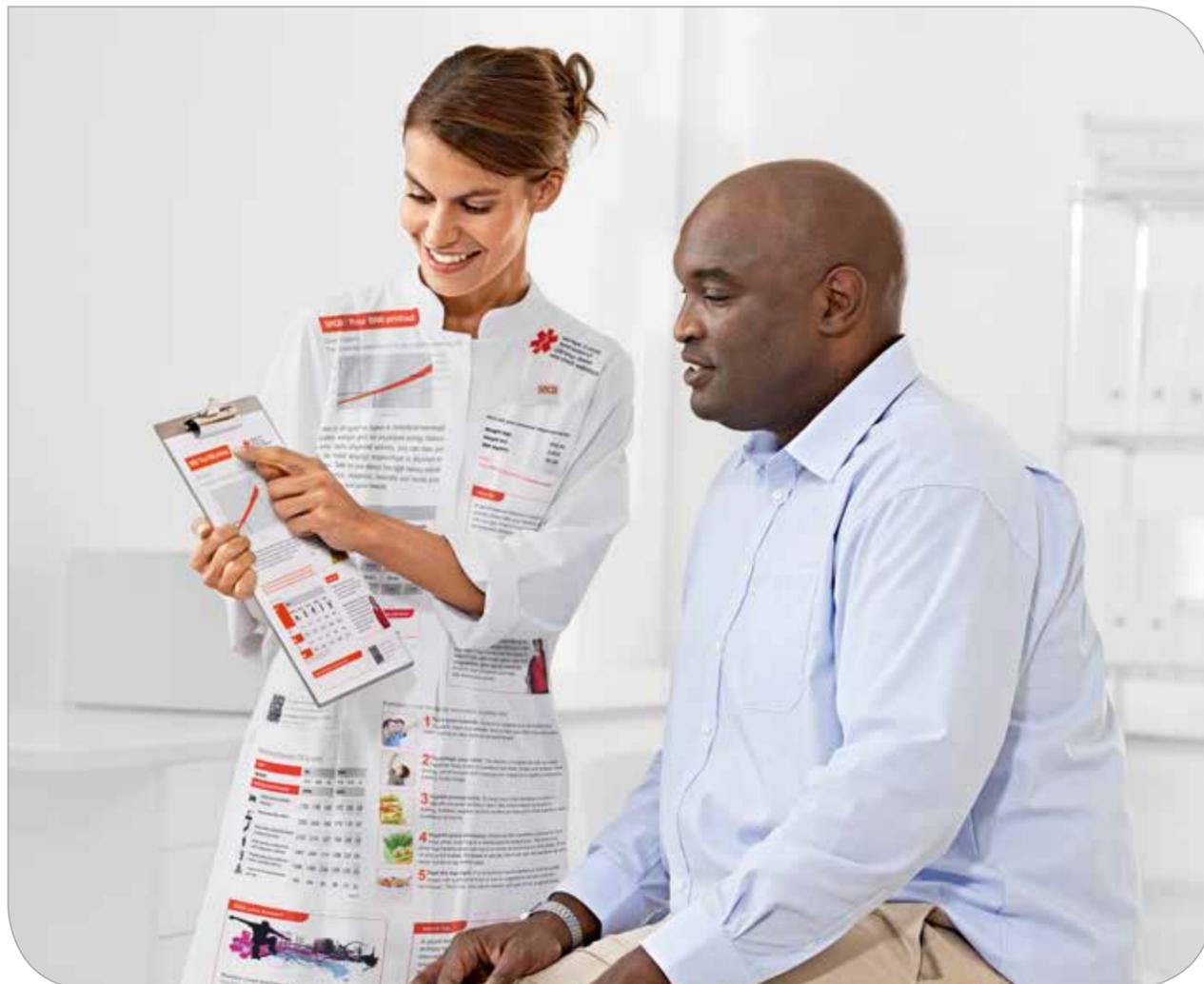


## The solution:

seca directprint.

The seca directprint is the ideal tool for raising awareness about maintaining a healthy weight. Not only does it tell your patients their height, weight and BMI, but it compiles their measurements into an easy-to-read one page printout which includes sound information and tips on weight management. In seconds, it provides the ideal ice-breaker for your overweight patients by drawing attention to the subject of overweight and obesity without making them feel uncomfortable.

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 you can now offer additional services.



seca directprint – at the press of a button, advise patients about maintaining a healthy weight.

## The benefits at a glance:

- Individualized patient printouts:**  
Once the patient's height and weight are measured, a printout is generated outlining the nutritional condition based on their BMI.
- Higher patient satisfaction:**  
A personal printout provides patient with insight about their health status and bridges the time waiting for the actual consultation.
- Lasting patient motivation:**  
Empowers patients to discuss their weight and motivates them to tackle the subject.
- Efficient advice:**  
Provides valuable advice to your patients and practical tips on diet, exercise and fitness.
- Easy to use:**  
Ready for immediate use without any training or additional costs and integrates smoothly into your existing workflow.
- Fast results:**  
Individual results at the press of a button, less than a minute after measuring and weighing via your conventional printer.
- Easy integration:**  
Intelligent system solution based on existing network environment and practice hardware.
- Generates revenue for your practice:**  
Innovative practice tool as a basis for further consultation and therapy services for your patients.

# A lightweight printout for a weighty subject.

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 patient type can be addressed differently, and provided with the information they need most.

**new**

**seca | Your BMI printout**

Dear Patient,  
The greatest contribution to your health is made by YOU!

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

Weight (lbs): 220.46  
Height (in): 70.87  
BMI (kg/m<sup>2</sup>): 30.86

Note: Your BMI is above the normal range!

**Remember:** a person with a BMI of 25 kg/m<sup>2</sup> or higher is considered overweight. The aim is 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, with frequency, duration, intensity and muscle group activation all matched to suit 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 the proportions of fat and muscle mass in your body.**

Food	Activity	Swimming	Running	Cycling	Walking	Weights
🍷		31 min	36 min	38 min	50 min	45 min
🍔		15 min	17 min	18 min	24 min	22 min
🍷		27 min	31 min	33 min	43 min	39 min
🍷		3 min	4 min	4 min	5 min	4 min

**Did you know?** Do your bit! Healthy eating and regular exercise will greatly reduce your risk of developing type 2 diabetes. Even gentle physical activity makes a big difference.

**Weight loss made easy!** Lose three kilos (6.6 pounds) or more in as little as six months with a balanced diet and a little exercise. Your doctor will be happy to support you with meal plans, exercise suggestions, and regular meetings to track your progress and help you meet your goals.

Fun, sports & nutrition  
You can find more information at [www.seca.com/printout](http://www.seca.com/printout) or simply scan the QR code.

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.

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.

**seca | Your BMI printout**

Dear Patient,  
The greatest contribution to your health is made by YOU!

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

Weight (lbs): 150.00  
Height (in): 68.00  
BMI (kg/m<sup>2</sup>): 20.50

Note: Your BMI is within the normal range!

## Normal Weight Version

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

**seca | Your BMI printout**

Gender	Age (years)	15-30	30-60	>60	15-30
Men	Total Energy Expenditure (kcal/day)	1,914	1,873	1,548	1,650
	Mostly lying down (bedridden, wheelchair)	1,914	1,873	1,548	1,650
	Mostly seated (office workers)	2,233	2,185	1,808	1,926
	Mostly seated, occasionally standing (students, truck drivers)	2,552	2,498	2,064	2,201
	Mostly standing or walking (home-maker, salesperson, craftsmen)	2,872	2,810	2,322	2,476
Women	Physically demanding (construction workers, competitive athletes)	3,191	3,122	2,580	2,751
	* sports (30-60 minutes five times per week)	478	468	387	412

## Weight Only Version

A list of activities with the corresponding Total Energy Expenditure.

**seca | Your BMI printout**

Dear Patient,  
The greatest contribution to your health is made by YOU!

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

Weight (lbs): 110.00  
Height (in): 68.00  
BMI (kg/m<sup>2</sup>): 17.50

Note: Your BMI is below the normal range!

**seca tip:** A good balance between weight and physical activity helps keep you healthy and mobile well into old age. Even if your success is not immediately obvious on the scale, you will feel fitter.

**Did you know?** One hot meal per day is not essential, since hot food cools down in the mouth. Once hot food reaches the stomach, it is gradually the...

## Underweight Version

The most common dieting myths educates patients on healthy eating.

**seca | Your BMI printout**

Dear Patient,  
The greatest contribution to your health is made by YOU!

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

Weight (lbs): 60.00  
Height (in): 48.00  
BMI (kg/m<sup>2</sup>): 15.00

Note: Your BMI is below the normal range!

**seca tip:** Get up on that trampoline! Just by bouncing around, you are working on your stamina and building up muscle. Jumping is also good for your sense of balance and co-ordination.

**Did you know?** Skipping meals or not eating enough can lead to a slower metabolism and weight gain. It's better to eat smaller, more frequent meals.

## Children Version

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

## 1. Call up patient



## The key to better consultations – Three easy steps.

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 provide an ideal ice-breaker for weight to be discussed, while giving the patient the feeling of being well informed and advised.

And there is a positive side-effect as well: satisfied patients are more likely to come back and recommend you to others without hesitation.

## 2. Measure and weigh



## 3. Hand out printout



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

As intelligent as it is simple: the seca directprint can be effortlessly integrated into your practice's current network environment within minutes— and it's just as easy to install. All you need is a seca directprint 284 measuring station, an existing printer and the free seca 456 wireless USB adapter and software module. Just invest ten minutes and profit from years of customer loyalty.



### seca directprint 284

Digital measuring station for weight and height with wireless transmission



### seca directprint

Software module for individual assessment of patient's weight (free download at [www.seca.com](http://www.seca.com))



### seca 456

seca 360° wireless USB adapter for data reception on PC (FREE with purchase of seca directprint 284\*)



### seca | directprint

One page printout using your existing printer



**Call today!**

**Your practice assistant  
is waiting.**

Contact seca today for more information on the seca directprint  
**+1 800 542 7322**, [www.seca.com](http://www.seca.com).

\*Contact seca to redeem your free seca 456 USB adapter +1 800 542 7322.

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