

INTRO:

THERE'S A NEVER-ENDING BATTLE BETWEEN WAISTLINES AND POCKETBOOKS FOR MANY AMERICANS. IT'S CHEAPER TO BUY PROCESSED... FATTY FOODS AT THE DRIVE-THRU WHILE HEALTHY OPTIONS USUALLY COST MORE.

TAKE VO

WE'RE IN A TIME RIGHT NOW THAT DR. JASON BILL – AN INTERVENTIONAL GASTROENTEROLOGIST WITH OSF HEALTHCARE – CALLS AN "OBESITY EPIDEMIC."

DATA FROM THE C-D-C WOULD BACK UP THAT CLAIM. STATING MORE THAN 100 MILLION ADULTS IN THE U.S. ARE OBESE. THE PREVALENCE OF OBESITY SKYROCKETED OVER 11 PERCENT WHEN COMPARING STATS GATHERED FROM 1999 TO 2000... TO STATS FROM 2017 TO MARCH 2024. IN THE EARLIER TIMEFRAME – OBESITY PREVALENCE WAS 30-POINT-5 PERCENT. THE LATEST DATA SHOWED OBESITY JUMPED TO 41-POINT-9 PERCENT.

TIS' THE REASON FOR COUNTLESS "MAGICAL" WEIGHT LOSS DRUGS POPPING UP ON COMMERCIALS... FOOD-PREP COMPANIES OFFERING SPECIALS AND ZERO-CALORIE DRINKS LINING STORE SHELVES. BUT THERE'S NO REAL SIGN OF PROMISE YET THAT AMERICA'S OBESITY PROBLEM IS SLOWING DOWN. THIS LEAVES MANY FRUSTRATED BY THE NEVER-ENDING STRUGGLE OF TRYING TO EAT HEALTHILY WHILE WORKING OUT... AND NOT SEEING ANY PROGRESS.

DR. BILL'S TEAM AT OSF HEALTHCARE HAVE STARTED PERFORMING MINIMALLY INVASIVE WEIGHT LOSS SURGERIES... CALLED ENDOSCOPIC BARIATRICS... TO GIVE PATIENTS A NEW PATH TO A HEALTHIER LIFE.

TAKE SOT | DR. JASON BILL | INTERVENTIONAL GASTROENTEROLOGIST | OSF HEALTHCARE

"It's been really nice for patients who have had bariatric surgery and now are a few years out, but they start noticing they feel hungry or are gaining weight," Dr. Bill says. "We use that same suturing device and narrow down that prior opening that has stretched out over time."

VO TAG

MINIMALLY INVASIVE MEANS MINIMAL RECOVERY TIME. PATIENTS GO HOME THE SAME DAY AND HAVE VERY MINIMAL SIDE EFFECTS. AND FOR THE OZEMPICS AND WEGOVYS OF THE WORLD... DR. BILL SEES A PATH FORWARD OF USING BOTH WEIGHT LOSS MEDICINE... AND THE ENDOSCOPIC BARIATRICS AS A WAY TO ACHIEVE LONG-TERM... SUSTAINABLE HEALTHY LIVING.