

Eisai website to help its staff manage obesity

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Singapore: Eisai launched a new website to provide employees with an educational resource for information about obesity management. The website is called 'Closing the gap: Obesity management for employers' and can be accessed at <http://ctgobesity.com/>.

Visitors can subscribe to the e-newsletter and access articles on the website. The portal also contains links to other sites and other downloadable tools including, 'Closing the Gap in Obesity Management Solutions'(which integrates new prescription medications into employer strategies to help reduce obesity in their employee and dependent populations); 'Blueprint for Health' (which is a free, interactive online tool available through the American College of Occupational and Environmental Medicine (ACOEM) that allows employers to estimate direct and indirect costs associated with the conditions they select, by entering key employee demographics) and 'Your Weight Matters(SM) Campaign (YWM)' (which encourages to measure weight and take the campaign challenge by making a pledge to talk to a healthcare provider about their weight and its impact on their health).

The content for the Blueprint for Health and Your Weight Matters Campaign websites are not controlled by Eisai.

Mr Dave Martin, VP, managed markets, value and access, Eisai, said that, "We know from our research that most employers consider obesity to be a top employee health challenge. While there are some helpful resources available for employers, we also noted significant gaps; therefore, we decided to build this all-inclusive website as a companion to an e-newsletter, in partnership with The Benfield Group."