



Alyssa Sorrenson prepares a meal following the Profile By Sanford plan.

Gain by Losing

THROUGH PERSONALIZED WEIGHT-LOSS PLANS THAT INCLUDE NUTRITION, ACTIVITY, AND LIFESTYLE COACHING, PROFILE BY SANFORD LEADS MEMBERS ON THEIR UNIQUE JOURNEY TOWARD A HEALTHIER, MORE VIBRANT LIFE.

DEBRA BURKHARDT has been “on the journey”. After spending most of her adult life overweight, she worked hard to get to a point where she is happy with how she looks and feels. Now, as a business consultant for Profile By Sanford, she works closely with entrepreneurs in the Northeast and Midwest to help others achieve similarly life-changing results.

Profile By Sanford is on a mission to “change people’s lives, one relationship at a time”. It’s off to

a remarkable start, with over 100 thousand Profile members forming new habits that have helped them lose not only weight, but also maintain results.

“We want our members to know this is a safe space to be honest and open, and to share the true reason why they are where they are,” says Burkhardt. “Our job is to help them get to where they want to be. Everything we do is geared to help that member establish good habits and behaviors.

We’re also helping them change their mentality. It doesn’t happen overnight; it all comes back to helping them make one good choice at a time.”

SCIENTIFIC FOUNDATION

Profile’s approach to weight loss is rooted firmly in science. Created by a multi-disciplinary team of medical researchers, physicians, and geneticists, Profile offers a comprehensive, evidence-based program that is backed by Sanford Health, an integrated health system based here in the Midwest. Since its founding, Profile has grown to more than 170 corporate and franchise locations across the country, with over 400 in development. In fact, Profile will soon add more stores to the Chicago area to partner with the Deer Park Town Center and Chicago locations.

Profile begins with “the why,” according to Burkhardt, meaning the reason why a member might want to start living a healthier life. One member may want to become a healthier wife and



A coach can help Profile By Sanford members achieve their health goals.

mother, so she can spend more meaningful time with her family. Another might seek more energy, deeper sleep, and a more positive outlook on life. Yet another might want to pursue a more active and adventurous lifestyle, such as hiking, biking, or taking up a sport they have always wanted to learn.

“Each member’s journey is very personal and unique,” Burkhardt says.

A SUPPORTIVE FAMILY

When a member joins Profile By Sanford, he or she is essentially joining a family of people who are devoted to wellness. Each member receives a personalized program built around nutrition, activity, and lifestyle coaching, designed to help him or her lose weight and keep it off. After gaining an in-depth understanding of a member’s goals, health history, and lifestyle, Profile creates a weight-loss plan to meet the member’s specific needs, including any significant medical issues or concerns.

Though no two Profile plans are the same, the Profile program is divided into three phases. Each

member works with a certified Profile coach who is trained to provide education and motivation through every stage of the weight-loss journey. Along the way, the coach tracks a member’s progress, provides accountability, support, and works with the member to establish new targets—and, of course, shares in the celebration of every “small victory” on the road to reaching one’s goals.

“We don’t want people to focus on the number on the scale; the number on the scale isn’t as important as how you feel about yourself,” Burkhardt says. “We help people understand that there’s no shame in where you are, because we have all struggled in life. We’re here to help people overcome any fear and shame they may be experiencing, to teach them the behaviors they need to change, and to help them work through that change.”

Profile’s coaches undergo extensive training to receive and maintain Profile by Sanford certification. Although Profile’s coaches come from a diversity of backgrounds in the wellness industry, Burkhardt says they all have at least one thing in common.



Profile By Sanford plans include food you cook for yourself.

“Our coaches want to have a bigger purpose and have an impact on the world,” she says. “Each coaching session begins in a private, sound-proofed room where a member can talk about their week, including what they did well and what they still need to improve. It’s part of something we call ‘journey mapping,’ with each appointment focused on the Profile member’s needs.



There is now a Profile By Sanford at the Deer Park Town Center.

TAKING OUT THE GUESSWORK

For many members, one of the greatest challenges involves their dietary habits. Profile has “taken the guesswork” out of figuring out which foods constitute good choices and which foods should be avoided. A personalized meal plan mixes Profile’s nutrient-rich, delicious food, as well as a shopping list and meal plan to purchase grocery foods. At the same time, coaches work to educate members on portion control, provide healthy recipes, and offer instruction on reading nutrition labels.

Profile coaches can also help members adapt and adjust to the world around them. Even after someone has reached the “sustain” phase, a range of Profile communication tools—a coaching app and Facebook chats, for example—can help members reinforce good habits.

“For some, we may need to focus more on the social support system, because what sometimes happens is that someone wants to cook healthier, but the family is not on board,” Burkhardt says.

“We can also show how to make healthier treats, like ice cream that’s made out of protein. We can even look into things like ‘mocktails,’ which are cocktails made without alcohol, so someone can still have a fun time and not feel like an outcast.”


Burkhardt is a prime example of how learning to change one’s behavior can have a lasting impact. She struggled with her 20s and into her 30s, which she attributes to forgoing exercise and consuming anywhere from 5,000 to 7,000 calories per day. When she started to experience chest pains, she realized something had to change.

“This all happened before I joined Profile, so I had to learn everything on my own,” she says. “I sought out resources for help. I adjusted my diet. I started walking. From there, I started doing half-marathons and became a Pilates instructor. I have huge compassion for people who feel stuck where they are. I also know what it feels like to not know where to begin.”

That’s why she’s so happy working for a



Precise is Profile By Sanford’s DNA testing kit.

company like Profile By Sanford, which leads members through every phase of their journey. Considering Profile’s continued growth, taking the first step toward a healthier life—by becoming a Profile member—is easier than ever. Join the over 100,000 members who have lost over 2 million pounds! 

For more information on Profile By Sanford, visit profileplan.com/deer-park or call 847-469-9774.

Located in Deer Park Town Center.