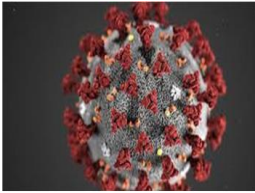


NEWSLETTER

August 2020



Dear All

The summer has been interesting for Dr Holm, bringing both positive and challenging experiences. To learn more about the experiences, please read the updates below.



BBC WORLD NEWS

It was a very great honour when the highly trusted and prestigious news media [BBC World News](#) chose to interview Dr Holm as the primary expert in the report detailing Prime Minister Boris Johnson's initiative to implement a focused strategy against [obesity](#).

Prime Minister Boris Johnson's decision to address obesity directly stems from his personal experience of being severely overweight and contracting Covid-19, which led to his illness and time spent in the Intensive Care Unit. The Covid-19 pandemic has underscored that individuals with severe obesity face a significantly higher risk of becoming more seriously ill and facing mortality if infected with the virus.

Dr Holm emphasized the necessity of a thorough paradigm shift to effectively address severe obesity. The paradigm shift should be grounded in:

1. Understanding that treating severe obesity as a chronic, recurring, serious and worsening disease,



2. recognizing that the fat mass actively defends and preserves itself, dismissing conventional notions of motivation and calorie restriction, and
3. adopting The Dr Holm model. This model seeks to take responsibility for the treatment of severe obesity in an efficient and dignified manner for the patient.

For more information, please read the book [Det Bedste for Barnet](#).

OBESITY AND COVID-19

As the head of the European Task Force for Childhood Obesity, Dr Holm, in collaboration with the European Obesity Organization (EASO), has once again authored an article that reviews the current knowledge on obesity and Covid-19. This article places a special focus on the role of the immune system and explores why individuals with severe obesity face a significantly higher risk of becoming more seriously ill or even succumbing to the virus. You can access the new article [here](#). Previously, EASO addressed the connection between severe obesity and Covid-19 in an article available [here](#).

FALSE AND UNETHICAL MARKETING



Regrettably, the flip side of the coin is that individuals with malicious intent have recently exploited Dr Holm's name and brand to promote a diet pill.

This is wholly unacceptable for several reasons. Firstly, it is illegal and a criminal offense to falsely claim to be a doctor, as per the

authorization act. Additionally, engaging in marketing practices contrary to ethical standards is also illegal. Dr Holm categorically disassociates himself from any knowledge of or endorsement for this particular diet pill.

Numerous followers, patients, and parents of patients have brought this issue to our attention, prompting us to take immediate action. The case has been duly reported to the police and is now in the hands of our legal team. Further details about this incident, particularly on Facebook, can be found [here](#).



SEMINAR IN THE DR HOLM MODEL

The next Seminar 1 is just around the corner, scheduled for September 8th-9th. The course will be conducted with careful adherence to guidelines on distance and hygiene, as recommended by the Danish Health Authority.

Registration for this course is still open. You can sign up by visiting:

<https://www.jenschristianholm.dk/uk/our-products/seminars-for-healthcare-professionals.aspx>

UPCOMING SEMINARS IN THE DR HOLM MODEL

Seminar 1: 8th – 9th of September 2020.

Introduction course.

Seminar 2: 1st – 2nd of October 2020.

Follow-up course; follow-up on treatment



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Read more

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Seminar 3: 12th – 13th of November 2020.

In depth immersion integration course; our values in a meta-perspective.

Brush Up: 8th of December 2020.

How to make the difficult patient easier to treat.

Obesity Treatment Tool Pro is included in the seminar content for all seminars.

Learn more about *Obesity Treatment Tool Pro* here:

<https://www.jenschristianholm.dk/uk/our-products/obesity-treatment-tool-pro.aspx>

All seminars are held at Hotel Scandic,
Nørretorv 57, 4100 Ringsted.