# Weight Loss Injectables Research Project - Precision Upper GI Surgery

**Project**: Comprehensive Research for Weight Loss Injectables Blog Post  
**Client**: Precision Upper GI Surgery (https://precisionuppergisurgery.com.au/)  
**Generated**: 2025-09-02  
**Target Audience**: Patients considering weight loss options at precision upper GI surgery practice

## Research Objectives

• Gather current medical evidence on weight loss injectables effectiveness

• Analyse Australian market availability and regulations

• Document patient eligibility criteria and contraindications

• Compile safety profiles and side effect data

• Research long-term effectiveness and clinical trial results

• Position practice as weight management experts

• Create authoritative, medically accurate content foundation

## Key Research Areas

### 1. Medical Evidence & Statistics

• ☐ Ozempic (semaglutide) clinical data

• ☐ Wegovy (semaglutide) effectiveness studies

• ☐ Saxenda (liraglutide) research findings

• ☐ Comparative effectiveness analysis

• ☐ Weight loss percentages by medication type

• ☐ Timeline for results (2-3 year studies)

• ☐ Weight regain data when treatment stopped

### 2. Australian Market Analysis

• ☐ Available weight loss injectables in Australia

• ☐ TGA approval status and regulations

• ☐ Prescribing guidelines and restrictions

• ☐ Medicare/PBS coverage analysis

• ☐ Private insurance considerations

• ☐ Cost analysis for patients

### 3. Clinical Practice Integration

• ☐ Patient eligibility criteria (BMI thresholds, comorbidities)

• ☐ Contraindications and screening requirements

• ☐ Integration with surgical weight loss options

• ☐ Multidisciplinary care approaches

• ☐ Monitoring and follow-up protocols

### 4. Expert Medical Perspectives

• ☐ Bariatric surgery expert opinions

• ☐ Upper GI surgery specialist insights

• ☐ Endocrinology perspectives on long-term use

• ☐ Patient selection best practices

• ☐ Combination therapy approaches

### 5. Patient Experience Research

• ☐ Success story case studies

• ☐ Patient journey mapping

• ☐ Common concerns and questions

• ☐ Quality of life improvements

• ☐ Adherence factors and challenges

## Squad Coordination Plan

### Phase 1: Parallel Research (Day 1)

**SiteSpect Squad**: - Website analysis of Precision Upper GI Surgery - Brand positioning and authority assessment - UX/UI analysis for patient journey - Technical SEO and mobile optimisation - AI readiness audit

**ContentForge Squad**: - Keyword research for weight loss injectables - Audience persona development - Content strategy for medical authority - Editorial calendar recommendations - British English compliance audit

**StrategyNexus Squad**: - Competitive analysis of upper GI practices - Market positioning assessment - Strategic recommendations for thought leadership - Integration with surgical services positioning

### Phase 2: Synthesis & Integration (Day 2)

• Compile medical research findings

• Integrate competitive and brand analysis

• Develop content strategy recommendations

• Create implementation timeline

### Phase 3: Deliverable Creation (Day 2-3)

• Research brief with medical evidence

• Implementation plan for blog content

• Competitive analysis report

• Content strategy with SEO focus

• Technical audit findings

• UX/UI recommendations

• AI optimisation guide

## Success Criteria

• Comprehensive medical evidence database

• Clear patient eligibility guidelines

• Authoritative content foundation

• Strategic positioning recommendations

• Actionable implementation plan

• Professional deliverable documents

## Quality Gates

• Medical accuracy verification

• Australian regulatory compliance

• British English language standards

• Source citation and credibility

• Actionable recommendation clarity

## Risk Mitigation

• Multiple medical source verification

• Australian-specific regulatory focus

• Practice positioning alignment

• Patient safety consideration priority

• Ethical marketing guideline adherence

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**Project Status**: In Progress  
**Next Review**: Upon Phase 1 completion  
**Estimated Completion**: 3 days