



Licensing the Eating Freely™ Program for Emotional Eating and Binge Eating Disorder.

**Train existing team members
Increase adherence
Reduce dropout
Improve outcomes**



Hello & Welcome!



Hi, I'm Emma Murphy, and I am delighted to introduce myself to you.

In 1999, on the day after my 30th birthday I left work during my lunchbreak, and walked down the street to a University registration office – signing up for a 4 year full time degree in Psychology with no idea of how I was going to make that work and still pay the mortgage on my first apartment!

Prior to this decision I had worked in banking and small business development in the Chambers of Commerce of Ireland. It was a 2-year volunteering experience with the Rape Crisis Centre that led me to retrain in the area of mental health – a decision I have never regretted.

After 7 years of study I finally graduated as a fully qualified psychotherapist. Disordered eating had been an area of interest to me throughout my studies, and once I qualified, I had a successful private practice in Ireland for over 12 years specialising in disordered eating.

Over this time I worked with clients on all parts of the disordered eating spectrum, but by far the most common issues for clients were yo-yo dieting, overeating, emotional eating or binge eating. Once I began to see the common patterns and personality traits between clients, I began working on a structured program that helped all clients by addressing these specific common factors, and this is how the Eating Freely™ Program was developed.

The Eating Freely™ Program is designed specifically to resolve long standing emotional or binge eating. Combining thera-coaching and nutritional rehabilitation within a trauma informed framework, practitioners can support clients to effectively separate their food from their feelings, and their past from their present – leaving them free to live their lives free from guilt and shame.

We now train and license individuals and teams of Health Professionals around the world to work with adults struggling with Emotional Eating, Binge Eating Disorder and subject to scope of practice, Bulimia. We have an international network of Licensed Eating Freely Practitioners across 10 countries.

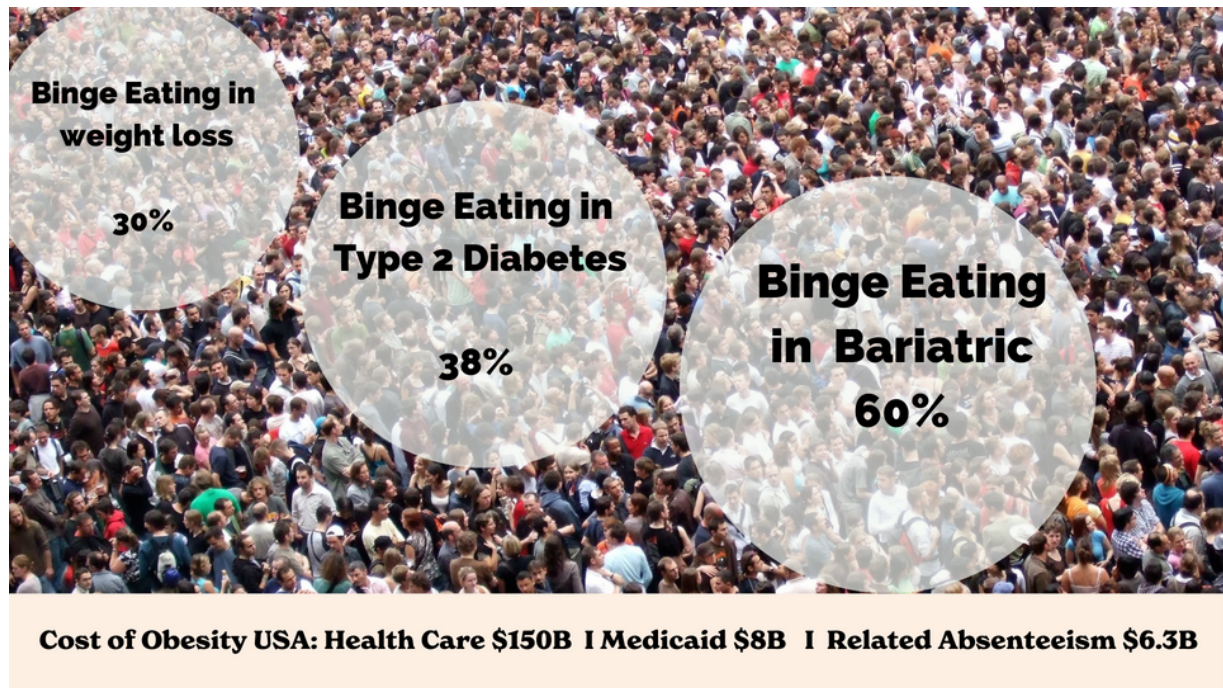
It is my vision to create a vibrant, mutually supportive and reciprocal network of clients and health professionals who together spread the message that diets do not work, it is absolutely possible to move on from your past, and that self-love is the key to transformational change.

Warmly, Emma

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Obesity Healthcare and Disordered Eating



The latest CDC research (2023) states that 22 states in the USA have adult obesity rates of over 35%. Just 10 years ago, NO state had an obesity rate of 35% or more. The annual cost of obesity in the USA alone is \$150b, with costs for the economy of over \$5b per annum.

A key contributor to obesity is mental distress or trauma. Disordered eating is a mental and emotional health issue. Sufferers have almost always experienced some form of adverse experience or trauma, this is when they learned to use food as a form of self-regulation, self-soothing and comfort. Over time, although the person moves on in life, their default coping mechanism - eating - never leaves them. It becomes internalised as a safety mechanism, becoming an autopilot behavior that is beyond conscious willpower.

Eating disorders generally are misunderstood, under-diagnosed and routinely avoided or ignored by health professionals - simply due to a lack of training. In healthcare, patients disclosing any form of disordered eating are often disqualified from treatment and referred out to under-resourced disordered eating services, where they sit on waiting lists and often fall through the cracks between services. Those who do not disclose their relationship with food to their health provider contribute to non-adherence and dropout statistics, and of course to additional healthcare costs.

Given that 30% - 60% of adults in obesity related healthcare meet the criteria for Binge Eating Disorder, this is a significant friction point for healthcare services, and it does not have to be this way. Specialist support can easily be incorporated into any healthcare service, keeping service users engaged, shortening recovery pathways, providing support for both physical and mental health in parallel, and the result is improved outcomes for both the service and the patients.

Binge Eating Disorder - 10 facts

01

Binge Eating Disorder is a classified Eating Disorder in the DSM V (2013). It is not about food, it is about feelings, and is very often underpinned by trauma.

02

Binge Eating Disorder is by far the most common form of disordered eating. 9 out of 10 ED sufferers have Binge Eating Disorder. 40% of sufferers are male.

03

At least 30% of adults seeking weight loss meet the criteria for Binge Eating Disorder.

04

In type 2 diabetes patients, at least 38% meet the criteria for Binge Eating Disorder.

05

In bariatric surgery patients, up to 60% meet the criteria for Binge Eating Disorder.

06

Obesity related healthcare costs the USA \$150b per annum.

The cost to Medicaid annually is \$8b.

The cost to the US workforce in obesity related absenteeism is \$6.3b.

07

The average age of our clients is between 35 - 55 and older, and for many clients it started in childhood. Clients rarely self- disclose BED due to deep shame.

08

Binge Eating Disorder cannot be resolved through medication, lifestyle changes or surgery. It is a deeply internalised safety mechanism that is beyond conscious control without the correct specialist support and intervention.

09

Although Binge Eating Disorder is a classified eating disorder (DSM 2013), it often responds successfully to shorter term specialist support, rarely requiring inpatient treatment or management exclusively by psychologists / psychiatrists.

10

Binge Eating Disorder sufferers do NOT need to be referred out of mainstream healthcare services for specialist support. This support can be incorporated into healthcare services through Continuing Education training for teams. This specialist support can then be provided by trained health coaches, nurse diabetes educators, mental health counselors, nutritionists or dieticians already on your team.



Specialist training in resolving emotional eating and binge eating disorder

Our Program

The Eating Freely™ Program is a specialist, evidence-based program designed specifically to resolve binge eating disorder. Developed by Emma Murphy, as a disorder eating specialist psychotherapist Emma worked with many hundreds of clients over 12 years in private practice. The Eating Freely Program was developed over time, recognising what WORKED for adults with long standing Binge Eating Disorder.

The Eating Freely™ Program integrates CBT, nutritional rehabilitation, neuroscience and mindfulness in the correct order, adapted specifically for the resolution of binge eating disorder.

The program guides participants through a structured framework that can be delivered 1 to 1, as a group program or as within a hybrid model combining an online self-directed program with email, text and limited 1:1 support from a trained practitioner.

Our Training

Our comprehensive training is delivered 100% online, and is internationally approved for Continuing education credits. This alone is a valuable offer to your team, as all health professionals have a mandatory continuing education requirement.

Our training combines self-directed learning via our dedicated online portal which you can see on screen, with weekly 90 minute live group calls.

Trainees are required to either implement their learning with services users in their organisation during training, or work with a case study client during training, to fulfil our assessment criteria for awarding continuing education credits.

This practical implementation of the program during training gives both you and your team the confidence to know that your new specialist program can be rolled out within your service immediately after completing training.

Depending on the requirements of your team and service users, training can be tailored to run from 8 - 12 weeks, and can include an initial 3 day intensive, in-person training. We will work with you to find the optimal delivery method for your team.



Licensing the Eating Freely™ Program for your service - Five Simple Steps

- 01** We train your team of 6 - 60 or more practitioners to use the Eating Freely™ Program with service users.
- 02** You can opt for strategic partnering with Eating Freely™ using our branding and leveraging recognition of our leadership in this expert field, **or choose to white label our program under your own brand.**
- 03** We set up your dedicated, closed online portal, hosting all required program content and resources. Practitioners and service users work together using the digital program materials.
- 04** Your team can now competently assess service users for emotional eating and binge eating disorder, and offer your new specialist program to them at different levels: 1:1, as a group program or combining our online program with email, text and limited 1:1 support.
- 05** Our licensing agreement includes monthly online group supervision and support throughout the year for your trained team members.

Q: How much is non-adherence costing your service annually?

Q: What percentage of service users annually are deemed ineligible for treatment due to disclosure of disordered eating?

Q: How many service users would you estimate do NOT initially disclose disordered eating in order to avoid onward referral/refusal of treatment?

Q: To what extent does disordered eating contribute to your non-adherence, weight regain and dropout stats or other measured outcomes?

Q: Have your team expressed frustration because of their inability to be effective with clients or patients who struggle with disordered eating?



Client Case Study

Kelly Killen CEO KK Wellness LLC Florida

My team has increasingly been faced with clients that present binge, emotional and stress eating. They were coming to our program for weight loss, and we realised that we needed to expand and broaden our scope of practice to support these clients correctly. After interviewing many programs we decided to partner with Eating Freely.

From the professional training modules, 24/7 community, live calls and more this is exactly what my team needed. We are now fully equipped to support clients through therapeutic coaching to gain control of binge and emotional eating first, before they embark on stacking lifestyle habits for sustainable weight loss and health improvement.

The license allows our clients to access a hybrid coaching approach through a structured portal provided and custom branded by Eating Freely for KKW, and go through a structured online program combined with monthly 1:1 sessions and ongoing email and text support from our Licensed Coaches.

I strongly recommend this opportunity to any service with clients that present with binge and emotional eating patterns - it's an immense value add for both our business AND our clients - plus my team are so grateful for this new learning!



Chrissy Shuey Nutrition Coach KK Wellness

What I love about this program is taking the weight loss component out of the picture, clients immediately feel a sense of ease with this.

I myself struggled as an anorexic years ago. There is so much of this program that hits home with me, and I feel I can reflect back to my clients to really help them in their binge and emotional eating struggles. What I really like is the program does not feel rushed. As a society we are always rushing from thing to thing, never truly giving ourselves the grace to stop and reflect. This program allows clients to do so.

Thank you so very much for all the time you have taken with us and our company. We are truly grateful for your expertise. I also love how candid you are in the videos and how you made me laugh out loud! You made the program very enjoyable to learn.



Licensing our program **saves your organisation both time and money.**

Incorporating specialist support into your service **improves user satisfaction and outcomes.**

The cost of training up to 20 current team members and licensing our program, **is equivalent to or lower than an annual salary for ONE dedicated psychologist or psychiatrist.**

Are We A Good Fit?



We Are A Good Fit If

- ✓ Your patients or clients regularly disclose emotional or binge eating
- ✓ Your team care about the mental and emotional health of service users
- ✓ You believe in offering the highest quality of personalised care to clients or patients
- ✓ You invest in your team and they appreciate that investment
- ✓ You are committed to supporting clients or patients to live the healthiest lives possible for them.
- ✓ You're seeking a value and values based partnership, not just a transaction.

We Are Not A Good Fit If

- ✗ The bottom line matters more than client/patient centric service
- ✗ You're seeking the lowest price over long term value and expertise.
- ✗ Your service prioritises medication over lifestyle and behavior change
- ✗ Your service is restricted to short timeframes for client or patient support - 6 weeks/sessions or less and/or appointments of less than 20 minutes.
- ✗ You have a high turnover in the team, resulting in low ROI on training.

Eating Freely has a big vision, to be the world's leading network of emotional eating and binge eating disorder specialists. We are committed to an integrative model of obesity healthcare, incorporating specialist mental and emotional health into treatment and support pathways as standard.

Will you join us?

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Book a call: Scan the QR code for link



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