

Options Medical Weight Loss Welcomes New VP of Franchising Operations Nick LaRocco

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The term "franchise" is often tied to expansion. And that's fitting, because expansion is what's happening now in the Chicago HQ of Options Medical Weight Loss (OMWL) as it welcomes its new VP of Franchising Operations Nick LaRocco. The addition of a VP of Franchising Operations had been planned for at least two years under the direction of William Barton and Matthew Walker, both co-founders of OMWL.

"The previous franchise introduction model had separate learning modules for each aspect of the business: practice management, medical records, education, compliance and billing. We've melded them together under one clear leader who understands how to leverage our collective expertise to help new franchise owners," says William Barton, the co-founder and senior president for the OMWL. For instance, the branding aspect has always been particularly strong. However, in the short time since OMWL moved all of its franchise operations under the watchful eye of Nick LaRocco, two new locations have entered into the OMWL on-boarding process without any foreseeable delays.

Prior to joining Options Medical Weight Loss, LaRocco started out in the health and wellness industry with Lifestyle Family Fitness. With his business acumen and unwavering perseverance, he helped grow the franchise and other well-known fitness brands like o2 Fitness and Orangetheory Fitness. After much success in key franchise support roles with Orangetheory Fitness, many people would likely rest on their laurels, but LaRocco wanted a new challenge. He moved vertically one final time as the Director of North American Studio Operations for Orangetheory Fitness before deciding it was time to help build better franchisees within Barton and Walker's expanding OMWL.

Options Medical Weight Loss is committed to an individualized medically supported weight loss program that supports personal success and lifelong health.

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Northwestern Medical Weight Loss 3

Northwestern Medical Weight Loss Doctor supervised weight loss that is easier than you think 90% of clients lose 10-30 pounds in 6 months.

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