

JCHS

Journal of Clinical and Health Sciences

#2
2026

SUPPLEMENTARY ISSUE

Malaysian Obesity Society
MYOS



ND **2 NATIONAL OBESITY SCIENTIFIC CONFERENCE**

ABSTRACT BOOK

11th - 12th April 2026
**Connexion Conference &
Event Centre,**
Kuala Lumpur, Malaysia

Theme
**Obesity as a Treatable
Chronic Disease:
Science, Strategy,
and Success**

Issue **September 2026** | Volume **11** Issue **02 (Supplementary)**
eISSN 0127-984x
jchs-medicine.uitm.edu.my



**UNIVERSITI
TEKNOLOGI
MARA**

PP-3

Coaching Versus Financial Incentives: A Mixed Methods Evaluation of Workplace Weight Loss Interventions for Healthcare Workers

Muhamad Ridzuan Mohamad Razani, Nurul Nadirah Ramli, Mohd Shahrul Anuar Omar

Pejabat Kesihatan Daerah Kuala Terengganu, Terengganu

Corresponding Author email: ridzuanmr@moh.gov.my

Introduction:

Routine Medical Examination (RME) data at Pejabat Kesihatan Daerah Kuala Terengganu (2024-2025) showed a high prevalence of overweight and obesity (57.8%) and hypercholesterolemia (61.9%) among staff. Despite annual activities, identifying the most effective intervention remains challenging. This study compares a professional coaching approach with a purely financial incentive model to address workplace obesity.

Methods:

A mixed methods independent group design was used. Group A (n=45) participated in a 6-month unsupervised weight loss challenge with a RM1,000 incentive for a 10% weight reduction target. Group B (n=29) joined a 3-month supervised Trim & Fit Coaching Programme with the same target. In-depth qualitative interviews (n=12) were conducted until data saturation to explore behavioral facilitators and barriers.

Results:

None of the participants in Group A reached the 10% weight loss target (0%), whereas Group B achieved a 3.4% success rate. Regarding clinically meaningful weight loss ($\geq 5\%$), 27.6% of Group B participants were successful compared to only 4.4% in Group A. Qualitative themes identified “accountability fatigue” as a primary barrier in Group A, while Group B participants highlighted professional support and improved nutritional literacy as key drivers for dietary adherence.

Conclusion:

Structured professional coaching is more effective than financial incentives alone in supporting weight reduction. Supervised programmes better translate RME results into practical behavior change for people living with obesity (PLWO), underscoring the value of continuous guidance over monetary rewards.