

Dieters lose to win on website

By **Aimie Tjader**
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Randy Carlson's lifelong battle with portion control and unhealthy food choices have put him at risk of heart disease. But even carrying the label of the nation's No. 1 cause of death wasn't enough to motivate him to make changes.

The one incentive powerful enough: money.

"I enjoy taking risks, but I don't like to lose, especially money," the 58-year-old Minnesotan said of his decision to use HealthyWage.com, an online weight loss program that doles out money to dieters who meet weight loss goals.

Carlson paid \$100 to join the new "10 percent Challenge," which encourages dieters to

lose 10 percent of their body weight in six months. If he doesn't, he loses his \$100. But if he reaches his goal, he doubles his money and wins \$200.

HealthyWage also has a BMI challenge that pays up to \$1,000, and a team contest in which groups of five try to win a \$10,000 grand prize.

According to a 2008 study published in the Journal of the American Medical Association, dieters who had financial incentives to lose weight were nearly five times more likely to meet their goals than dieters who had no potential for financial reward.

Dieters must have a medical professional certify their weight loss in order to win on HealthyWage.

