

Abstract

This dissertation is based on the possibilities of improvement of obesitological care as delivered by general practitioners. The theoretical part is dedicated to marketing, obesitology and to the lesser known problem of gynoid obesity. The practical section describes the quantitative research into GP's delivering adult care in the Prague area, central Bohemian area, and amongst the clients of Centrum Preventivní Medicíny. The needs of GP's in terms of this type of care are examined. The main needs are elementary and further education, information about the problems of gynoid obesity, and the need for GP's to co-operate with obesitological institutions, including centres of gynoid obesity therapy. At the end of the thesis is a suggested list of products for Centrum Preventivní Medicíny. Also suggested is an algorithm of care for gynoid obesity for use in GP's practice.

Key words: Obesity, Gynoid Obesity, Lipoedema, Komplex Decongestiv Therapy, GP, Algorithm of care.