



Choosing *the Right* Weight Health Partner:

A Buyer's Guide

WeightWatchers
for Business

The Selection Challenge

Choosing the right weight management partner shouldn't feel like solving a puzzle with missing pieces. But with rising healthcare costs, complex coverage decisions, and cost considerations related to GLP-1 medications, and a growing field of vendors all promising results, the selection process can feel daunting. What criteria should you prioritize? How can you effectively compare platforms? What's the best way to assess expertise or integration capabilities?

Answering these questions must be informed by the overarching trends that drive the need for solutions. Almost three in four American adults are currently living with overweight and obesity,¹ which increases the risk for chronic health conditions, strains healthcare resources, and drives up costs. Employers and health plans face mounting pressure to address the issue, not only to support the well-being of their populations but also to manage the long-term financial impact.

The stakes are high. The right weight management solution can transform employee health and organizational outcomes. A thoughtful partner strategy enables organizations to improve weight health, and in turn, address the root causes of the chronic diseases and comorbidities behind weight-related healthcare costs. Beyond costs, the right platform also provides support employees value, rounding out the return on benefit investment through engagement, satisfaction, and retention.

This guide brings together information, insights, and tools to help you navigate the evolving landscape and evaluate partners based on what matters for your organization.

Weight health: The impact on healthcare spending

Group healthcare spending is projected to increase:



Weight loss reduces average annual healthcare spending by:³

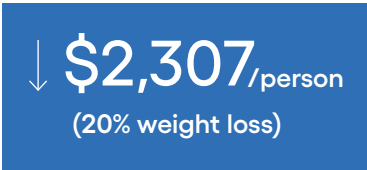


Table of Contents: Choosing the Right Weight Health Partner: 7 Evaluation Essentials

Prioritizing Scientific Credibility	3
Assessing Platform Capabilities	4
Managing GLP-1 Costs	5
Improving Health Outcomes	6
Measuring Meaningful Results	7
Empowering Engagement	8
Simplifying Implementation and Integration	9

Prioritizing Scientific Credibility

When evaluating a weight management solution, the first question to ask is: “Is it scientifically validated?”

Weight health is complex. Sustainable results require programs based on science and backed by rigorous clinical trials. But it’s not just about proving the program works. A commitment to research ensures the program evolves as the science evolves, optimizing its ability to deliver meaningful, lasting health outcomes that translate into a return on investment over time.



Why the science matters

Credibility: Proven methodologies and peer-reviewed research provide validation — and confidence.

Measurable outcomes: Research-based data helps you set realistic objectives for weight loss efficacy, participant retention, and improvements in health outcomes.

Investment validation: Comprehensive and clear results help you to build a business case and demonstrate program value to leadership.

Sustainable habits: Programs grounded in behavior change science drive lasting results.

What to look for

- ✓ Programs that provide evidence-based results across diverse populations and organizational contexts.
- ✓ Vendors that share published studies and randomized controlled trials, not just testimonials and internal case studies.



Assessing Platform Capabilities

The reality is simple: there's no one-size-fits-all solution for weight health.

An effective weight management program provides a platform that supports the full spectrum of needs by meeting employees where they are with a customized mix of behavioral guidance, clinical solutions, and medication management. As individuals move throughout their weight health journey, having a single go-to solution can help them seamlessly access support to match their needs, whether that's a behavioral wraparound program when taking GLP-1s, tailored nutritional guidance when living with diabetes, or a weight management program designed specifically for women navigating menopause.

A single partner offering comprehensive solutions provides advantages for the organization as well. Along with simplified administration, having a partner that supports the full spectrum of weight health enables organizations to easily—and cost-effectively—adapt their offering over time, expanding benefits and defining access.

Why comprehensive solutions matter

Employee experience: Members have a single go-to resource that flexes as their needs evolve.

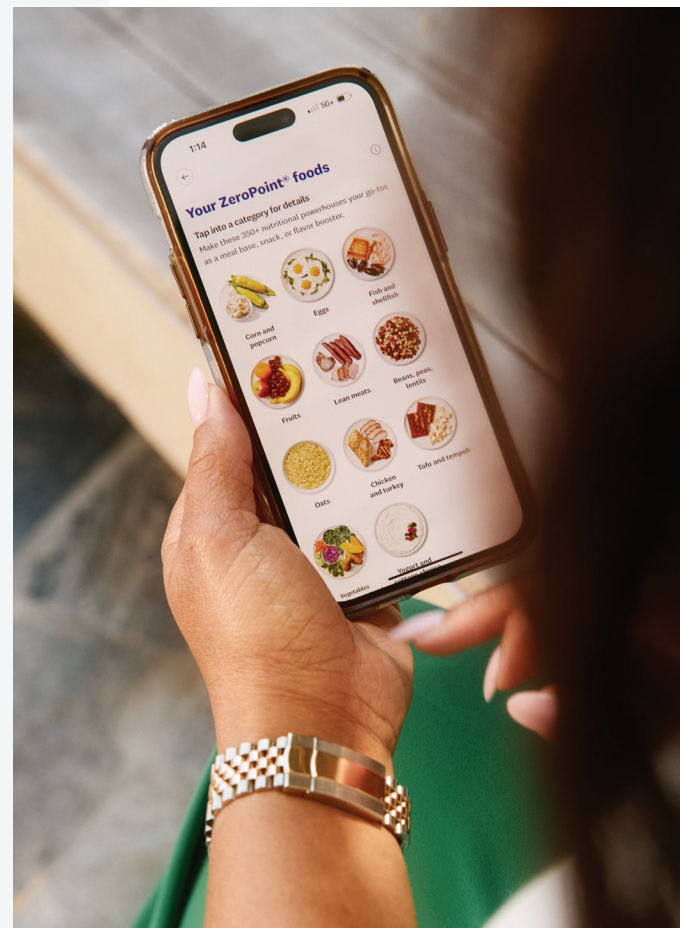
Organizational experience: A single partner makes it easy for organizations to adapt their program offering to meet evolving needs, objectives, and budgets.

Administrative simplicity: A comprehensive platform eliminates point solution fatigue with integrated administration and reporting.

Improved engagement: A seamless integration of behavioral, nutritional, and clinical support drives participation—and outcomes.

What to look for

- ✓ A full-spectrum platform that integrates seamlessly and simplifies your benefits ecosystem.
- ✓ Platform flexibility that supports diverse—and evolving—needs.
- ✓ Easy-to-implement, easy-to-manage programs that can scale to fit your objectives.





Managing GLP-1 Costs

GLP-1 medications are redefining the options for weight health. But cost controls are a key consideration.

The increasing demand of GLP-1s for weight loss have cost implications for employers and health plans.

The decision to cover the medication costs requires an assessment of population needs and long-term return on investment. The right weight management vendor can help you evaluate a range of cost management options, including eligibility, cost-sharing, utilization management, or mandatory behavioral program integration strategies.

Whether you cover GLP-1 medications or not, you need a strategic approach that supports your employees with nutritional, behavioral, and community support.

Why GLP-1 strategy matters

Effective weight management: The evidence is clear — weight-loss medications paired with behavioral support deliver better outcomes than medication alone.

Cost optimization: Balancing medication costs with long-term savings due to improved health outcomes requires strategies to address medication access, utilization, and adherence.

Long-term sustainability: Lifestyle programs that build healthy habits help employees maintain weight loss post-medication.

What to look for

- ✓ Practical—and creative—cost-containment strategies, like flexible cost-sharing and pharma-direct pricing for FDA-approved medications.
- ✓ Evidence-based behavioral wraparound program with options for required enrollment.
- ✓ Clinical expertise in GLP-1 monitoring, injection tracking, side effects management, and adherence best practices.
- ✓ Programs with a wide formulary and range of clinical options, including more cost-effective anti-obesity medications.
- ✓ Established partnerships that streamline medication processes by simplifying prior authorizations and prescription fulfillment.
- ✓ Responsible prescribing through an integrated clinic with obesity-trained clinicians.

Improving Health Outcomes

Weight health is much more than weight loss.

Weight loss leads to improvements in biomarkers, like blood pressure and HbA1c, which translate into reduced risks for heart disease, diabetes, and other chronic conditions. By extension, better health and healthy habits boost quality of life — inside and outside of work.

Why better health outcomes matter

Risk reduction: Sustainable improvements in biomarkers, such as blood glucose and blood pressure, help reduce the risk of diabetes, cardiovascular disease, and other obesity-related conditions.

Reduced healthcare costs: Preventing conditions and improving health outcomes through weight loss help drive reduced healthcare spending over time.

Enhanced quality of life: Losing and maintaining weight has proven benefits for overall quality of life, with ripple effects in the workforce, including increased productivity, job satisfaction, and employee engagement.



What to look for

- ✓ Specialized programs for diabetes, menopause, and GLP-1 wraparound.
- ✓ Clinical validation demonstrating improvements in key health biomarkers.
- ✓ Robust reporting and evidenced impact on holistic health measures like quality of life improvement.

Measuring Meaningful Results

Choosing a weight health program isn't just about what it promises — it's about what it delivers.

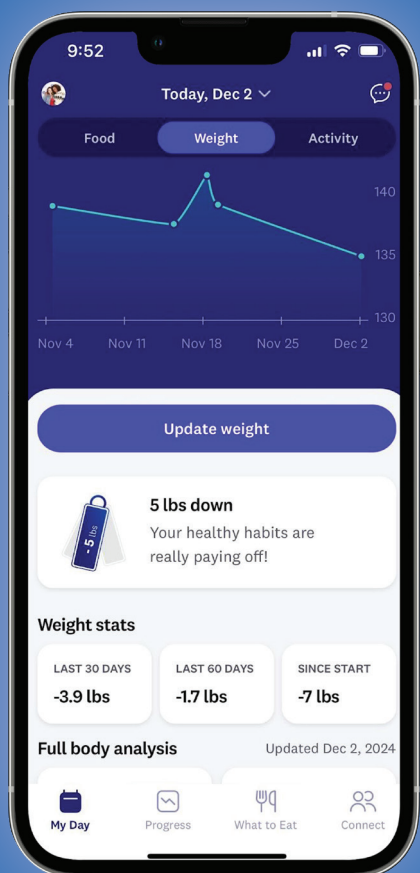
Better weight health produces tangible results for your organization. An effective weight health partner will demonstrate and deliver the full chain of impact—from pounds lost to cost savings and improved productivity.

Why comprehensive metrics matter

ROI: Healthcare cost savings, reduced absenteeism, and productivity improvements tied to weight health programs translate into a quantifiable return on investment.

Engagement accountability:

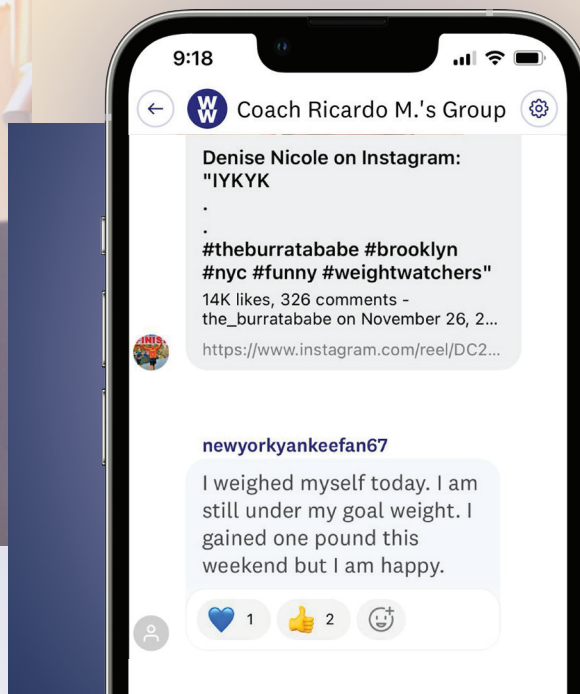
Ongoing reporting that tracks enrollment penetration, retention, and outcomes provides actionable insights to guide, tailor, and optimize your program.



What to look for

- ✓ Results transparency provided through evidence-based weight-loss results, real-world case studies, and member engagement benchmarks.
- ✓ Comprehensive, end-to-end reporting that tracks, measures, aggregates, and analyzes results and long-term impact.
- ✓ ROI models that demonstrate the long-term value of the program.





Empowering Engagement

The best program in the world doesn't deliver results if employees don't use it.

Personalized coaching, expert nutritional guidance, and community connection are what turn initial enrollment into lasting engagement. Today, engagement is powered by digital ease, integration, and 24/7 connection. You need an innovative, digitally savvy partner you —and your employees— can trust. Plus, a vibrant weight health community—both virtual and in-person—fosters accountability, inspires commitment, enriches organizational culture—and ultimately drives results.

Why engagement matters

Long-term commitment: Coaching and community support create emotional connections, accountability, and success.

Personalization: 24/7 access to weight health experts, dietitians, and peers enables participants to seek information, navigate hurdles, and adjust as needs change.

Long-term success: Community-driven programs create lasting behavior change rather than short-term participation.

What to look for

- ✓ An active community with digital and in-real-life opportunities for connection.
- ✓ Easy access to coaches, registered dietitians, and clinicians for personalized support and guidance.
- ✓ Brand recognition that establishes immediate employee trust and confidence.
- ✓ Proven communication strategies that drive participation and long-term engagement.
- ✓ Tech-forward, AI-powered innovation that offers app-accessible tools and resources that make engaging easy.

Simplifying Implementation and Integration

Your team already has enough on its plate. Point solution fatigue is real.

The right weight health partner should have the expertise and experience to make deployment and ongoing management seamless with minimal administrative burden on your team. Look for a partner that becomes an extension of your team—that means handling integrations with PBMs and TPAs, prior authorization support, employee communications, and member enrollment.

Why implementation and integration strategies matter

Resource efficiency: Turnkey implementation processes and integration capabilities get the platform up and running quickly, with minimal disruption for your team.

Proven communications: Strategic roll-out plans and ongoing engagement messages generate interest, involvement, and return on investment.

Integration optimization: Integration capabilities with health plans and benefit platforms that flow seamlessly without administrative burden, enhance activation, and accelerate engagement.



What to look for

- ✓ Consultative implementation processes and dedicated long-term support.
- ✓ Seamless integration within your benefits ecosystem, including health plans, pharmacy benefit managers (PBM), and administration, that leverages existing claims processes without additional contracts.
- ✓ Multiple enrollment pathways that make it easy for employees to engage.
- ✓ Tailored communications grounded in consumer behavior insights that drive ongoing engagement and retention.
- ✓ Ongoing communications that drive engagement and education after initial sign-up, including email, personalized recognition, and in-app messaging and gamification to encourage utilization.



5 Questions to Separate *the Best* from the Rest

When evaluating weight health vendors, the right questions cut through polished presentations to reveal what really matters for your population. Ask these questions to get the information you need to make the right decision.

1 What is the scientific evidence behind your program?

Look for a partner that provides peer-reviewed studies, clinical trial data, and clear metrics demonstrating their program's effectiveness. Ask about the size and diversity of their study populations and request examples of real-world outcomes, such as sustained weight loss and improvements in health markers.

3 How do you measure ROI and manage costs?

As you evaluate your investment, you need a partner that helps you measure success beyond pounds lost. Look for metrics that tie directly to your business goals, such as healthcare cost savings, reduced absenteeism, or improvements in productivity. Weight management partners should be able to provide creative cost-sharing strategies to expand affordable access to FDA-approved GLP-1 medications and a wide formulary of AOMs.

2 Does your platform address the full spectrum of care?

Comprehensive weight management flexes to meet diverse needs, from behavioral and nutritional support to clinical interventions like medication management. The most effective solutions offer a seamless experience for both employees and organizations as needs change over time. In contrast, a fragmented approach or separate point solutions can lead to low engagement and increased administrative complexity.

4 What is your approach to member engagement?

Ask for details on their strategies for driving enrollment, long-term engagement, and retention. What are their average engagement rates? How do they keep members motivated? Does their solution offer options for digital and in-person support?

5 What does the implementation and integration process look like?

Dig into the details to understand the administrative lift required from your team. A strong partner should offer a streamlined, turnkey process, and be able to integrate with your existing benefits ecosystem, including your existing claims processes without additional contracts. A smooth implementation streamlines communication, reduces friction for your team, and engages employees.

The WeightWatchers for Business Difference

The right partner makes all the difference. Our full-spectrum platform translates our proven expertise, experience, and innovation into sustainable results you can count on.

A science-led approach

Outcome-driven programs aligned with the latest research and backed by 180+ published studies, including 40+ randomized controlled trials.

Full-spectrum weight health

Proven behavioral and clinical solutions—all on a single platform—with the flexibility to fit specific needs and deliver sustainable results—whether or not your organization covers GLP-1s.

Meaningful weight loss:

5.4%

at 6 months
Behavioral program only⁴

19.4%

at 12 months
Clinic program + medication⁵

Improved mental well-being:

+53%

boost in weight-related
quality of life⁶ with
WeightWatchers Clinic

+46%

improvement in work-related
quality of life⁶ with
WeightWatchers Clinic

Better physical health:

Improved HbA1c:

0.9

decrease at 6 months with the
WeightWatchers Diabetes Program and
continuous glucose monitoring⁷

Lower Blood Pressure

87%

of participants prescribed anti-obesity
medications through WeightWatchers Clinic
who had high blood pressure when starting,
had normal blood pressure after 12 months⁸



Engagement expertise

60+ years of behavioral science and consumer insights blend together to provide effective, actionable communications and education resources that foster engagement and enrollment.

- Data-driven, right message at right time approach
- Award-winning app for anytime access and in-app messages, encouragement, and reminders
- Innovative digital tracking tools, AI-powered tools, and gamification

The WeightWatchers for Business Difference



Full-service partnership

More than a vendor, working alongside organizations to achieve health and wellness goals through:

- Dedicated strategic account management
- Customized program implementation
- Best-in-class communications support for enrollment, engagement, and education
- Regular reporting and program analytics

One-of-a-kind community support

Personalized coaching and 200+ community groups offering guidance, support, and accountability—available 24/7.

Real-life impact

Successful partnerships with 300+ employers and health plans:

90%

commercial client satisfaction⁹

Up to

4x ROI

achieved by organizations offering the WeightWatchers for Business platform¹⁰



Making *the Right* Choice

Today's weight health landscape is complex, but the fundamentals for choosing the right partner are straightforward. By focusing on the seven evaluation essentials and asking the right questions, you can identify a weight management partner that's positioned to deliver meaningful results for your employees and measurable value for your organization.

As you develop and refine your approach, look to WeightWatchers for Business as your consultative partner. Over the past 35 years, we've gone from category creator to category leader, helping all types of organizations deliver tailored weight health solutions, drive sustainable weight health outcomes, and manage costs.

Tap into our experience to help you explore options and design the strategy that works for your people and your organization.



business.weightwatchers.com



WeightWatchers for Business

- 1 Ng, Marie et al., National-level and state-level prevalence of overweight and obesity among children, adolescents, and adults in the USA, 1990–2021, and forecasts up to 2050, *The Lancet*, Volume 404, Issue 10469, 2278 – 2298.
- 2 Behind the Numbers, PwC, July 2025.
- 3 Thorpe KE, Joski PJ. Estimated Reduction in Health Care Spending Associated with Weight Loss in Adults. *JAMA Netw Open*. 2024;7(12):e2449200. doi:10.1001/jamanetworkopen.2024.49200
- 4 Based on a 6-month randomized controlled trial (n=376) that compared participants following WW to those given standard nutritional guidelines alone. Palacios et al. Effectiveness of a digital weight management program on diet quality: a randomized controlled trial. *AJCN*. 2025. Funded by WW International, Inc.
- 5 Ard JD, Hong YR, Foster GD, Medcalf A, Nadolsky S, Cardel MI. Twelve-month analysis of real-world evidence from a telehealth obesity treatment provider using anti-obesity medications. *Obesity*. 2024.
- 6 Based on a 6-month clinical trial (n=180) of individuals with overweight or obesity taking semaglutide or tirzepatide for weight loss and related outcomes through the WW Clinic Program and participating in the GLP-1 companion nutrition program. Heinberg et al. Psychosocial Outcomes in a Telemedicine and Long-Acting Incretin Specific Behavioral Intervention. Manuscript under review. Funded by WW International, Inc.
- 7 On average, based on 6-month findings from a randomized controlled trial (n=151) that compared the WW Diabetes Program + Abbott FreeStyle Libre 2 continuous glucose monitors (CGM) to usual care (one visit with a Registered Dietitian without the WW Diabetes Program) among people with type 2 diabetes. Katzmarzyk et al. 2025. Manuscript in draft. Funded by WW International, Inc.
- 8 Based on observational study of 358 patients who initiated anti-obesity medication treatment with WW Clinic between March 2022–September 2023. For purposes of this study blood pressure levels were measured based on whether patients were diagnosed with hypertension stage 2. Lee et al. Changes in Blood Pressure in an Obesity Telemedicine Program Using Anti-Obesity Medications. *Obesity*. 2024.
- 9 Based on WeightWatchers for Business internal client satisfaction survey results; Large and Jumbo Clients; Sept. 2022
- 10 Developed in collaboration with Arbital Health Actuaries, a third-party actuarial firm. Does not include the cost of medication.