



Beyond Perks and Points:

How WeightWatchers for Business Is Leading the Shift to Weight Health

WeightWatchers[®]
for Business



Today, we know that weight influences everything from physical and mental health to self-image, relationships, and professional experiences. However, that understanding has evolved significantly over the last few decades, informed by scientific breakthroughs, transformational changes in societal attitudes, and major shifts in care expectations.

This report explores three pivotal eras in the journey toward a more science-backed, effective, and compassionate approach to weight care. At each stage, we've seen dramatic changes in scientific insights about obesity, consumer expectations for support, employer perspectives on weight care benefits, and health plan strategies for addressing weight-related conditions. Throughout, WeightWatchers — and WeightWatchers for Business — have been at the forefront, consistently leading with innovative programs grounded in scientific research, clinical studies, and deep consumer insights.

Join us as we look back — and forward — at the insights and innovations shaping a dramatic paradigm shift in society's understanding of weight and health.

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The Willpower Era

Through much of the 20th century, weight loss was primarily viewed as a matter of personal willpower and self-control. Prevailing science, medical advice, and public perceptions highlighted a path to weight loss based on a straightforward “calories in, calories out” approach. For the most part, addressing overweight and obesity was driven by cosmetic concerns and a desire to conform to physical standards promoted through the media.

The focus on eating less and exercising more set the stage for fad diets and extreme calorie counting, which often left people feeling frustrated and isolated when diet and exercise didn't work for them. With overweight and obesity highly stigmatized as a moral failing, individuals were consistently met with well-meaning but simplistic advice to exert more willpower in order to lose weight.



In 1963, Jean Nidetch founded WeightWatchers to fill a gap.

Based on the scientific insights of the time, she created a new program that combined expert guidance around diet and exercise accountability with a community of support. The first WeightWatchers program focused on weight-loss results while providing a community experience through workshops. These early in-person interactions gave members an opportunity to share challenges and mutual encouragement along their long-term weight-loss journeys. Pairing science and the power of community addressed a need — WeightWatchers membership quickly grew to one million in its first five years.

Still, the one-size-fits-all approach didn't work for everyone. Researchers continued to study the causes of overweight and obesity. Starting in the 1970s and 1980s, there was growing scientific recognition that achieving — and sustaining — a healthy weight is more complex than exerting more willpower. Emerging research offered promising insights into the significant roles played by psychology and environment.

1960s



Jean Nidetch,
Founder

1963

WeightWatchers is founded, combining a science-led weight-loss program with community.



1968

WeightWatchers grows quickly, hitting the 1-million-member mark.



1970s

The WeightWatchers workshop-based program provides guidance and support for millions of weight-loss success stories.

1980s

The Behavior Change Era

By the 1980s, evolving weight-loss science produced a major shift in what people believed about weight and how to manage it. The basic calories in, calories out model was replaced with increasing recognition of complex interplay between weight's biological and behavioral components.

Behavior change science began to take center stage as researchers and clinicians applied the principles of habit formation and behavior modification to weight loss and long-term weight management. There was a surge in studies exploring the links between stress levels, sleep patterns, lifestyle behaviors, and weight.

With advances in nutritional and exercise science continuing in parallel, the behavior change era brought a more holistic, personalized, and sustainable approach to weight management. Science-driven since its founding, WeightWatchers was at the forefront, leading research and clinical studies to refine and advance behavioral weight-loss best practices.



The WeightWatchers program is among the most studied in the world:

- ✓ 175 published studies
- ✓ 43 from randomized controlled trials



1980s



1984

WeightWatchers for Business launches, supporting employers and employees with a weight management platform solution rooted in behavior change science.



1998

WeightWatchers introduces its innovative, science-proven Points Program.



2005

Personal connection and community remain at the center of the WeightWatchers experience, further enhanced by virtual coaching, online communities, and affinity groups.

2000s continued

The Behavior Change Era (continued)

Behavior change science, paired with rich consumer insights from the WeightWatchers member community, remains the foundation for today's WeightWatchers program. In addition, the significant technological advancements throughout the late 1990s and early 2000s shaped enhanced member experiences and provided new access options. Beginning in 1998, WeightWatchers rolled out its innovative Points Program and digital app, making it easier for members to access, implement, and sustain science-backed healthy weight behaviors.

From the start, the Points Program brought together cutting-edge nutrition and behavior science, going beyond calories to translate complex nutritional details into easy-to-understand information and make healthy choices easier. In tandem, the digital app further personalized member engagement, providing anytime access to insights, expert coaches (virtually and in person), an extensive online community, and a range of affinity groups.

2000s



2009

The introduction of the WeightWatchers digital app makes it even easier for members to engage in the program and make healthy choices. The app quickly becomes a central part of member experiences, with ongoing enhancements and innovations through the years.

2010s

Weight and well-being: A role for employers

The Behavior Change Era sparked growing awareness among employers about the connection between employee health, weight, and important business drivers, including healthcare costs, workforce productivity, and employee retention. Employers started to explore how they could support and enhance employee well-being through discounts, formal wellness programs, and expanded benefits offerings.

WeightWatchers was ahead of the curve, launching what would become WeightWatchers for Business in 1984. With its specialized focus on partnering with employers, organizations, and health plans, WeightWatchers for Business takes a deep approach to deliver tailored platforms designed to meet the needs of each client. Over the past 40 years, WeightWatchers for Business has evolved in step with client objectives, advancing science, and technological enhancements to provide innovative and accessible weight health benefits.

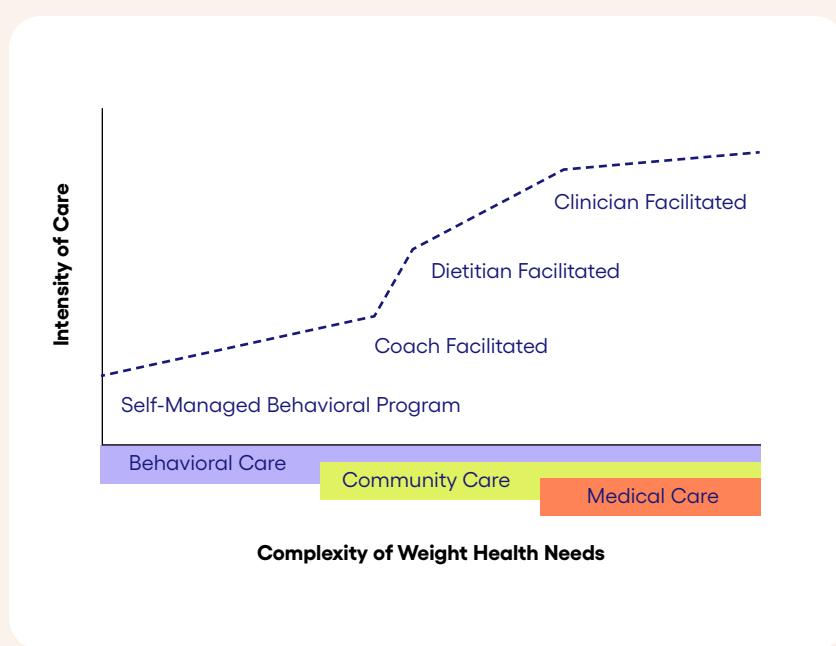


The Weight Health Era

Heading into the 2010s, research continued to expand understanding around weight, specifically its impact on health. WeightWatchers was a leader in the evolving weight health discussion, advocating for the treatment of obesity as a chronic condition. In 2013, the American Medical Association (AMA) officially recognized obesity as a disease, further cementing the shift away from the belief that obesity results from a lack of willpower.

Recognizing obesity as a chronic disease acknowledges the underlying metabolic, genetic, and environmental influences that drive obesity risk. Increasingly, weight health is seen as a spectrum, with tailored treatment and care from end to end.

WeightWatchers for Business: Comprehensive weight healthcare



In recent years, the ongoing development of glucagon-like peptide-1 (GLP-1) medications has made headlines with noteworthy results for many patients. Along with significant weight loss, improved health outcomes include reduced risk of cardiovascular disease, improvements in sleep apnea, and enhanced quality of life.¹ Overall, the GLP-1 medications fill a gap in the treatment continuum that includes evidence-based treatments, such as behavioral therapy, first-generation anti-obesity medications, and bariatric surgery.

2010s



2013

The American Medical Association (AMA) officially recognizes obesity as a disease.

2014

WeightWatchers introduces a diabetes coaching program

- **2015** Recognized by the CDC as a National Diabetes Prevention Program.
- **2021** The diabetes program was further expanded and scaled digitally to support all members living with diabetes, and it continues to evolve according to science.



2023

WeightWatchers coins the term “weight health” in recognition of the effect of weight on metabolic health and well-being. Weight-healthy living aims to lower excess body fat and positively impact chronic disease risk, including type 2 diabetes, cardiovascular disease, and several cancers.

2020s continued

The Weight Health Era (continued)

Once again, WeightWatchers for Business is on the leading edge of the science-backed changes, shifting the focus from weight management to a brand-new concept of weight health. The heightened awareness of the role weight plays in whole-person health and the impact of full-spectrum weight health solutions are transforming weight care. The shift, fueled by continuing research, advocacy, and evolving public awareness of holistic health, is poised to significantly reduce the risk for 200+ chronic conditions² and 18 cancers³ linked to obesity.

Today, the WeightWatchers for Business weight health platform helps to prevent and treat obesity plus other cardiometabolic conditions like diabetes with full-spectrum care — all in one place. With proven, scalable behavior change programs as the foundation, WeightWatchers for Business provides consultative, research-backed solutions, including Diabetes and GLP-1 Programs, to help employees improve their weight health and employers control costs tied to weight-related chronic conditions.



In the future, we will be known not for the weight that is lost, but the health that is gained.

2020s



2023

WeightWatchers Clinic launches, expanding the company's weight health offering to include clinical services.



2024

The WeightWatchers digital app undergoes a redesign to provide a more intuitive experience and quicker access to weight health management tools.

2024 Ongoing Innovation



A healthy eating collaboration that integrates Instacart within the WeightWatchers "What to Eat" app feature



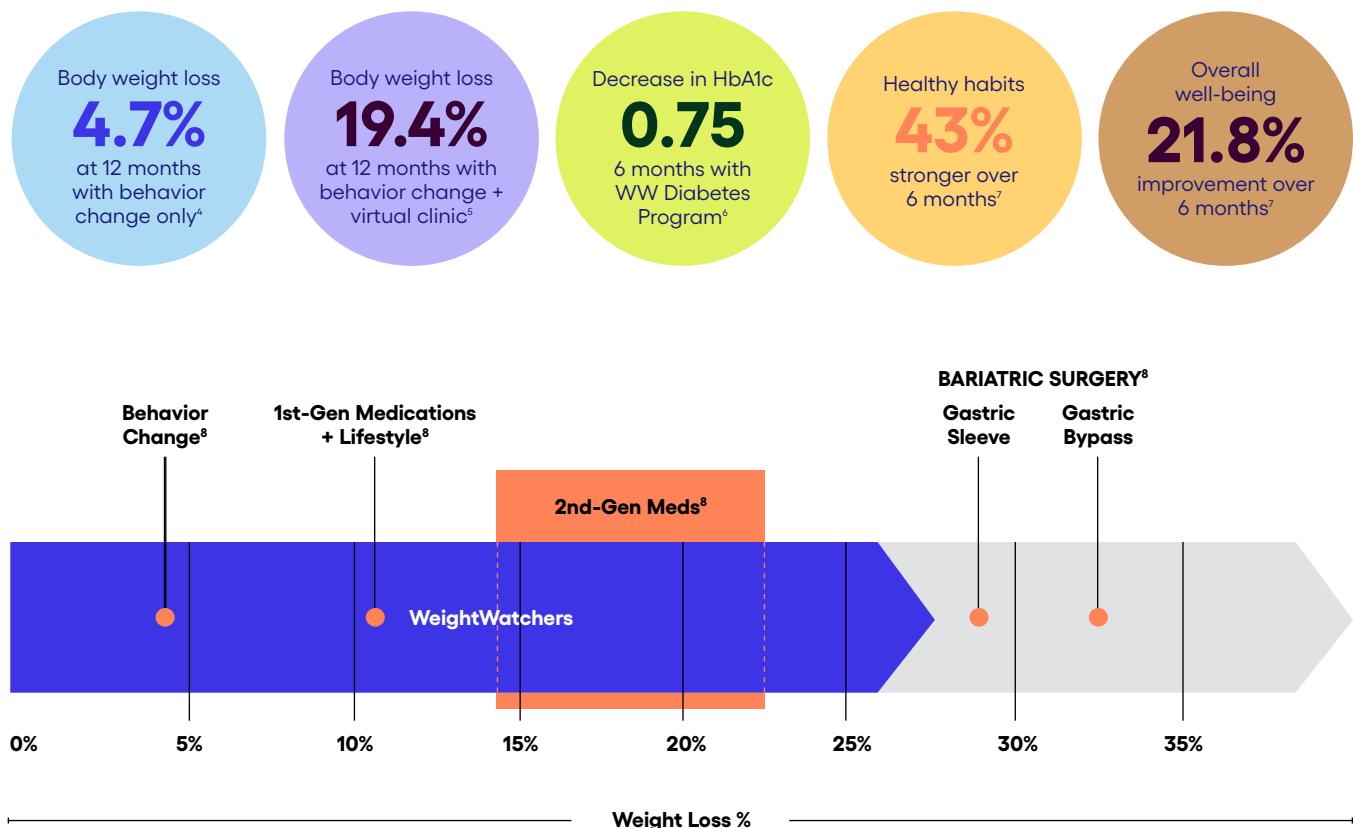
Integrated access to the WeightWatchers for Business platform for employer clients of Personify Health

The Weight Health Era (continued)

The innovative platform meets individual members where they are along their weight health journey — and continues to evolve as science evolves. The expanded program includes access to a coordinated expert care team that includes registered dietitians, fitness specialists, clinicians, and obesity specialists. The coordinated, full-spectrum care provides specialized expertise in weight health, including medical care and medication management when clinically necessary.

In addition, WeightWatchers for Business continually enhances behavioral care tools and resources to address specific barriers, including a healthy-eating collaboration with Instacart and expanded health metrics, including a partnership with Abbott that enables Diabetes Program participants to sync the WeightWatchers app with their FreeStyle Libre® glucose monitoring system.

WeightWatchers for Business: A full-spectrum platform that delivers meaningful results



The Business Case for Weight Health Benefits

Looking ahead, increased recognition of weight care as healthcare sets the stage for an exciting new era where the impact and cost savings of weight care will become even more defined and quantifiable. As a result, employers and health plans will be better positioned to realize tangible results and demonstrate a clear return on investment (ROI) for weight care in three critical areas.

1. Improved employee health

Weight loss and the long-term maintenance of a healthy weight have a significant impact on physical and mental health.

Losing weight can lead to:⁹

- Improved cholesterol
- Improved sleep
- Reduced risk of strokes and cardiovascular disease
- Reduced joint pain
- Boost in mood and self-esteem
- Reduced risk and symptoms of depression



1 in 3

U.S. adults are classified as overweight.¹⁰

2 in 5

meet the clinical definition of obesity.¹⁰

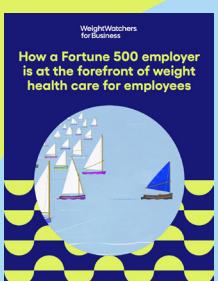
Additional annual employer costs per employee with obesity:¹¹

Absenteeism		+\$891
Short-Term Disability		+\$623
Long-Term Disability		+\$41
Worker's Compensation		+\$112

2. Lower employer expenses

Benefits aimed at reducing and managing weight help lower the costs associated with obesity. Full-spectrum care that meets employees where they are along their weight health journeys produces tangible ROIs for employers.

For a real-life look at how a Fortune 500 company is transforming its approach to weight health, including how it's addressing GLP-1 cost concerns, explore our latest case study.



The Business Case for Weight Health Benefits (continued)

3. Reduced healthcare costs

Access to full-spectrum weight healthcare can **significantly reduce cost pressures** linked to the ongoing management of the 200+ chronic conditions² and 18 types of cancer³ tied to overweight and obesity.

Obesity is linked to
\$1,861
in excess annual healthcare costs per person

Which adds up to nearly
\$172.1 Billion
in total annual expenditures in the U.S.¹²

Optimize Weight Health with WeightWatchers for Business

Today's WeightWatchers for Business is a trusted partner that can provide integrated, whole-person weight healthcare across the full spectrum of behavioral, community, and clinical care. Built upon a science-proven and research-backed behavioral weight management program, our platform helps to prevent and treat obesity plus other cardiometabolic conditions like diabetes.

Working closely with employers and healthcare providers, we take a consultative approach aimed at building a long-term partnership by tailoring solutions to match unique needs. Across the full spectrum of weight care, we focus on helping our partners realize the benefits of improved weight health which, in turn, may result in driving down utilization and associated costs.

Rather than fragmenting care, our platform individualizes the experience based on true clinical need.

- Full-spectrum, scalable, and science-proven behavior change programs, including Diabetes and GLP-1 Programs
- Virtual clinic and medication management
- 24x7 individualized coaching and highly active digital and IRL communities
- Integrated personal health

Let's talk about how your organization can make the most of the Weight Health Era. Visit ww.com/forbusiness to learn more and request a demo.



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